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ABSTRACT

Observing that over the past 10 years two lines of discussion--one emanating from and focusing on the needs of women, the other arising from and related to "mainstream" communication problems--have been carried out simultaneously but have remained separate, this report focuses on the change in women's status with regard to access to the communications media from 1980 to 1985. The first section of the report discusses women's status and the role of communication as a continuous and evolving process, acknowledging that to achieve any lasting change in the status of women with regard to mass communication, the two previous lines of discussion must be merged. The second section explores Unesco's 20-year-old program for women and communication, including the program's general framework, its basic constraints, three areas of articulation (concentration and coordination of women's issues, balance between reflection and operations, and decentralization), Unesco research on women and communication, regional seminars on women and media decision-making, and future directions for the Unesco program. The third section reports responses from various world governments to a United Nations (UN) questionnaire on communication and the media, communication policy, media content, media employment of women, alternative media and women's organizations, and international cooperation. These responses indicated that, despite progress, women's rights in regard to the media are far from being secured. The fourth section updates a 1980 global review of research into the portrayal and participation of women in the media, examining the extent to which the 1980 findings of inequality of women in media remain valid, and what areas are in need of change. Extensive appendixes include the UN questionnaire to governments discussed in the third section, as well as recommendations from various international and regional seminars on women and the media. (HTH)

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COMMUNICATION IN THE SERVICE OF WOMEN

A Report on Action and Research Programmes :

1980 - 1985

The City University
London
United Kingdom

Document prepared for the World Conference to Review and Appraise the Achievements of the United Nations Decade for Women

Nairobi, 15 - 26 July 1985

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The author is responsible for the choice and presentation of the facts contained in this publication and for the opinions expressed therein which do not necessarily represent the views of Unesco.

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I. WOMEN'S STATUS AND THE ROLE OF COMMUNICATION: 'A CONTINUOUS AND EVOLVING PROCESS'

'During the past 10 years, the United Nations has adopted many decisions concerning mass communication media and the status of women. It has asked for, inter alia, the preparation of research reports and studies, the convening of seminars and meetings and the appointment of a special rapporteur to study and report on the subject. The World Plan of Action /adopted at the World Conference for International Women's Year, Mexico City, 1975/ underlined the special importance of mass communication media in helping to improve the status of women. Nevertheless, the elaboration of a more detailed and more co-ordinated programme by the United Nations system for the full use of mass communication media, with particular emphasis on the use of communication as a development component, remains one of the pressing priorities for the second half of the United Nations Decade for Women'.

Information and Communication as Development Resources for the Advancement of Women. World Conference of the United Nations Decade for Women, Copenhagen, July 1980 (A/CONF.94/27; para.20).

So concludes the report on the role of mass communication media, prepared as part of the review and appraisal of progress made and obstacles encountered - between 1975 and 1980 - in attaining the objectives of the United Nations Decade for Women: Equality, Development, Peace. In calling for 'a more detailed and more co-ordinated programme' of action in the communication field, the report clearly reflects the problems posed by the regrettable lack of co-ordination which had characterized the treatment of communication as an 'issue' in the preparations for the Copenhagen Conference.

Certainly, the World Plan of Action adopted in Mexico City recognized the importance of the relationship between women's status and the role of information and communication. It characterized women's lack of control over - or even simple access to - communication channels as both a symptom and a cause of their disadvantaged position, and proposed a series of specific actions for change. Yet the review and appraisal questionnaire, circulated to governments in preparation for the Copenhagen Conference, contained no specific request for information on the mass communication media. Between 1975 and 1980 the United Nations system had sponsored or co-sponsored at least twelve regional and international meetings on the theme of women and communication. It had commissioned, and received, three international studies on the subject. During 1979, the regional preparatory meetings held in Asia and the Pacific, Latin America and the Caribbean, Africa and western Asia in connection with the Copenhagen Conference had all stressed the importance of the mass communication media. Yet it was not until three months before the Copenhagen Conference was to begin that a decision was taken, by the Preparatory Committee to the Conference during its third session, to call for a report on the role of the communication media.

This last-minute attempt to 'pull in' the communication issue to the Conference agenda, whose parameters had actually long since been set, partly explains why the Conference did not finally come to grips in any serious way with the actual and potential role of communication media in the development of women's status. Implicit in the Programme of Action for the Second Half of the United Nations Decade, adopted in Copenhagen, is a realization of the crucial interrelationships between communication, attitude-change, knowledge and development. Thus, the review of progress

achieved during the first half of the Decade comes to this conclusion:

> 'The lessons for the future to be drawn from this review are many. First, it proved that any measures for women isolated from the major priorities, strategies and sectors of development cannot result in any substantial improvement in attaining the goals of the Decade. Second, legislative and developmental action, unless they are accompanied by positive and concerted action to change attitudes and prejudices cannot be fully effective. Third, mere provision of equal rights, development services and opportunities will not, by themselves, help women to avail of them, without simultaneous special supportive measures, e.g. legal aid, earmarking of benefits, information and knowledge, institutional innovation etc.'
> Programme of Action for the Second Half of the United Nations Decade for Women: Equality, Development and Peace. World Conference of the United Nations Decade for Women, Copenhagen, July 1980 (A/CONF.94/34; para. 30).

Yet the implications of these lessons are only very partially reflected in the action strategies proposed for the communication and information media. For the Programme of Action does not come to terms with the 'major priorities and strategies' in the communication sector which had been arrived at through international debate over the previous decade. Transnational communication and advertising, new information and communication technologies, planning and development of communication infrastructures, democratization of communication, professional practices of communicators - these themes do not figure in either the national or the international measures proposed in the Programme of

Action. Consequently, the proposals lack the strength which could have come from a more articulated cohesion with the developmental sector to which they related.

At the same time, there is no doubt that priorities and strategies debated or implemented in the communication sector itself have - at both national and international levels - failed miserably to acknowledge the existence of women as a constituent group, with its own complex profile, exigencies and rights. For example, neither the MacBride Report nor the International Programme for the Development of Communication (IPDC) - the two major substantive outcomes of the international debate of the 1970s on information and communication - place any particular emphasis on women's needs, although they are both part of an international response to the very issues which women themselves highlight as problematic in their relationship to the communication media: access, control, training needs, under-representation, marginalization, distortion. The MacBride Report devotes 2 of its 250 substantive pages, and 1 of its 82 recommendations, to women's communication rights and needs. A truly serious analysis of these might have led to some detailed discussion of women in the contexts of, for example, transnationalization, of advertising, of the formation of public opinion, of infrastructures, of professional communicators. Instead, the 'issue' of women is collapsed into two pages on 'equal rights for women', which sit somewhat uneasily in a chapter entitled 'Images of the World'. The IPDC was set up in 1981 with the practical aim of developing possibilities for indigenous communication, through the provision of equipment, training and the building up of basic infrastructures. Three-quarters of the requests for assistance which it receives include training activities. Yet, during its first four years, the IPDC did not fund a single project in which women were the principal beneficiaries

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(although it did request the submission of a women's project for consideration at its March 1985 session).

It is easy enough to single out examples of this kind. But they must be set within an appropriate context. The IPDC, for instance, responds largely to governments. If these do not submit projects whose focus is - even partially - on women, the IPDC can hardly be blamed for not funding any. At root, exclusions such as these are often not so much indications of misogyny or malevolence, as symptoms of a global pattern of cultural politics in which the absence of women is so taken for granted as to go unnoticed: unless, that is, there is some mechanism by which the absence can be made visible. It is in the establishment and use of such mechanisms that there is most hope of breaking down the tendency towards 'wrapping up' women's needs in a neat self-contained package of actions which, as the Programme of Action concludes, will not result in any substantial improvement. To take again the case of the IPDC, for example, its request for submission of a women's project is evidence that lobby tactics, based on an interventionist approach, <u>can</u> successfully direct attention to the exclusion of women, and to the need for adjustments which take account of this absence. The approach is crucial if measures for the advancement of women are indeed to be linked with 'the major priorities, strategies and sectors of development'. For the traditional absence of women from these cannot be explained away as insignificant, by arguments which maintain that women as a group do not need specific mention or consideration in the sense that policies and plans for developmental and structural change include <u>all</u> people - both men and women. Such apparently philanthropic arguments are, even in the most benign interpretation, unperceptive. In relation to communication, for example, they completely disregard overwhelming evidence of the particular problems faced by women as <u>women</u> - and not simply as members of a social group or class, or as citizens of

vis information/communication systems and processes.

Looking back at communication developments over the past ten years, it is evident that two sets of discussion - one emanating from and focusing on the needs of women, the other arising from and related to 'mainstream' communication problems - have been carried out simultaneously, and that they have voiced parallel concerns. But they have remained, in the true manner of parallels, continuously equidistant. The challenge for Nairobi will be to strengthen the articulation of these concerns through analysis, and to develop strategies powerful enough to go beyond simple maintenance of this articulation. To achieve lasting change in the women and communication relationship, the final aim must be convergence of the still separate interests involved.

This report, which has been prepared with the help of a consultant, is concerned therefore with the question of change, and its primary focus is on the period 1980-1985. Part II examines the main lines of UNESCO's activities over these years in relation to women and the communication media. Part III turns to official, governmental perceptions of change - in this case since 1975 - in media content, employment and policy regarding women, as expressed in the review and appraisal questionnaire circulated by the Branch for the Advancement of Women (UN Centre for Social Development and Humanitarian Affairs) as part of the preparations for the End-of-Decade Conference in Nairobi. The analysis is based on the replies of 95 governments, spanning all world regions. Part IV of the report provides an overview of recent practical developments and research in the field of women and communication, with the emphasis again on

the question of change - both in terms of past progress and future trends. Finally, Part V contains a comprehensive bibliography of published and unpublished material relating to women and the communication media which has appeared since 1980.

II. UNESCO'S PROGRAMME FOR WOMEN AND COMMUNICATION

UNESCO's programme of activities in the field of women and communication started, in an embryonic form, twenty years ago. It has included, since then, several mutually re-enforcing lines of direction and a synopsis of the principal elements of the programme is attached as Appendix I to this report. Nevertheless, UNESCO's history in in this field is marred by the same lack of detailed analysis and systematic project articulation that has resulted universally in a tardy realization of the enormity of the problem to be confronted.

1. The General Framework

The first Medium-Term Plan (1977-1982), adopted at UNESCO's 19th General Conference in 1976, seems today surprisingly unsophisticated in its treatment of the issue of the status of women. Its emphasis on 'making the best and most advantageous use of the human potential contained in the female population, with a view to speeding up economic and social development' (19C/4, para. 1312), its praise for the 'incalculable efforts on behalf of women's rights' (para. 1324) made by the United Nations system, its assessment of 'all the progress' (para..1303) made, appear in retrospect to be analytically misjudged. The

second Medium-Term Plan (1984-1989), adopted at the 4th Extraordinary General Conference in 1982, reveals the extent to which awareness had heightened in the intervening six years. The over-simplistic optimism of the earlier document has been replaced by a sensitive analysis of the problems, a recognition that 'it is all too apparent that the status of women has scarcely improved at all', (4XC/4, para. 14005), and an acceptance that 'the frequently disappointing results, and sometimes the failure, of measures taken at both the national and the international level' can be attributed to the fact that 'all too often the implicit purpose of such measures had been to integrate women in a development process mainly conceived and decided on by men, within the framework of existing social relations and the status traditionally reserved for women, with the concomitant values, expectations and roles' (para. 14027).

UNESCO's initial approach to 'the task of improving the status of women' (19C/4, para. 1334) had been to develop a number of rather fragmented activities across its various sectors, whose main unifying thread was to rest in their expected contribution to 2 of the 44 general objectives around which UNESCO's work was organized. These objectives were 'Improvement in the Status of Women' and 'Promotion of Participation by Women in Economic, Social and Cultural Development'. This method of organization resulted in both duplication and gaps, as well as an inevitable marginalization of activities related to women. The budgetary allocation for work towards the two objectives (i.e. across all sectors) was to amount to an average of just 1.27% of total programme resources available to UNESCO for the period 1977-1982.

Dissatisfaction with the experience of the first Medium-Term Plan subsequently prompted UNESCO to develop a

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completely different approach to the question of women's status. The second Medium-Term Plan outlines the following 'two-fold strategy':

> 'The Organization will continue to propose specific programmes and actions aimed at combating various manifestations of discrimination against women and at increasing the scope for their participation in the life of societies. At the same time, however, a special effort will be made to ensure that the specifically feminine dimension of the general problems to which the Organization's programmes are addressed is taken effectively into account in all those programmes' (4XC/4, para. 14035).

The Plan itself is composed of fourteen 'major programmes' of activity, representing the main lines of action to be taken by UNESCO towards the solution of current world problems. One of these - Major Programme XIV - is entitled 'The Status of Women'. In fact, Major Programme XIV is, in many ways, not comparable to the other thirteen. While the description of this programme in the Medium-Term Plan contains a specific analysis of the problem of the status of women and outlines a strategy to be followed by UNESCO, the substance of the programme is a cross-sectoral recapitulation of the programmes devoted to improvement in the status of women which are already included in the other major programmes. Nevertheless, it has the advantage of bringing together the activities which specifically concern women within a single framework. This makes it easier to grasp the overall contours of the programme for women, and to see exactly what is planned within the various sectors and how these sub-components inter-relate. As for funding, the General Conference at its 4th Extraordinary Session adopted a resolution recommending that the programmes under Major Programme XIV should receive funds 'at least

equal to the amount of funds assigned in the first Medium-Term Plan to the specific activities concerning the status of women and their participation in development' (4XC/4, para. 14042). The allocations under Major Programme XIV for the 1984-1985 biennium amount to about 2% of the total allocation to major programmes under UNESCO's Regular Programme and Budget.

2. The Basic Constraints

UNESCO's particular activities related to women and communication have naturally benefitted from this more co-ordinated approach to the general question of women's status which has recently been developed. While previously, elements of the women and communication programme tended to be scattered across various sectors, in the second Medium-Term Plan they are almost entirely concentrated within the communication sector itself. The Culture Sector retains some actions which are very closely related to those of Communication (the culture-communication distinction has, in any case, always been an extremely difficult one to maintain; indeed between 1976 and 1981 these activities were housed within a single Sector of Culture and Communication). At the same time, the reorganization which has occurred in recent years makes it difficult to see to what extent this more focused approach has entailed a true expansion - in terms of budgetary allocation to activities related to women and communication - or simply a greater concentration of previously dispersed resource levels within a single sector. Within the limits of the rough budgetary comparisons that are possible across the Approved Programme and Budget documents for the years 1981-1983 and 1984-1985, it seems that there has been a real increase, though it is impossible to be precise as to its

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order of magnitude. What is clear, however, is that the amount available for women's activities in the Communication Sector for the 1984-1985 biennium still amounts to a very small proportion (about 2%) of the total allocation for the regular programme in this Sector. To put this in the perspective of other types of activity in communication: the amount available for women's programmes is only just over half of the amount available for research, despite the fact that the research budget is itself given relatively low priority and has been progressively squeezed in recent years to give greater emphasis to operational activities. Extra-budgetary funds (see Appendix I) will, if eventually available, increase the total budget considerably over the next few years. However, these cannot be taken into account in attempting to assess the Organization's own level of commitment to women and communication activities, as evidenced by the amount made available under regular programme funds.

Against this background of reorganization - both conceptual and structural - UNESCO's programme of activities in the field of women and communication has been, of necessity, limited in its scope. This was particularly true of the years 1981-1983, which fell within the lines of action determined by the first Medium-Term Plan and during which the funding available was very restricted indeed. The second Medium-Term Plan, acknowledging that one of the greatest obstacles to change is 'the persistence of images and stereotypes handed down by centuries-old tradition, which influence the attitudes and behaviour of women as well as men and help to perpetuate the domination of one sex over the other' (4XC/4, para. 14020), lays stress on the 'vital role' of the media (para. 14022) in maintaining that order. This emphasis suggests a need for further re-evaluation of priorities in future

biennial resource allocations, if the analytical conclusions are to be followed through with appropriate action. Already, in fact, such an evaluation is taking place in preparations for the Draft Programme and Budget for 1986-1987, which will be presented to the 23rd session of the General Conference in Sofia, 1985, following a decision by UNESCO's Executive Board that the relative level of funding for women's programmes should not be reduced - and, if at all possible augmented - in spite of budget reductions that may become necessary over the coming years.

3. Articulation of the Programme

In the course of the development of UNESCO's programme for women and media, various kinds of inter-action and priority-setting have taken place. On the one hand the programme has responded, with varying degrees of sensitivity, to the perception of women's issues in the world outside: both perceptions based on research and evaluation, and gradual changes in national and regional media structures. The nature of these changes and of research in the field are summarized in Part IV of the report. But there have also been changes in programme organization that reflect modifications imposed by UNESCO on its programme as a whole. Essentially these are three-fold. There is firstly the result of the greater concentration and co-ordination of work on women's issues already briefly commented on above. There is secondly the attempt by the Organization to create a new balance between reflection and operations, with a far greater stress on the latter. And there is thirdly a continuing move towards increased decentralization, an objective which is often difficult to put into practice but which has permeated the Organization's policy statements for a decade. Each of these strands has had its effect upon the women and communication programme.

In the period immediately prior to the World Conference of the United Nations Decade for Women, held in Copenhagen in 1980, when activities in the women's field were widely diffused across the sectors, co-ordination was relatively informal. An Intersectoral Committee for co-ordination of activities concerning women was established in 1978. It was headed by the Director of the Bureau of Studies and Programming (later Assistant Director-General, Studies and Programming). This Committee still exists and has been strengthened by the appointment, in 1984, of a Co-ordinator for Activities Relating to the Status of Women. The creation of such a post had been proposed at the 20th session of UNESCO's General Conference in 1978. The eventual appointment - made at Director level - meant that for the first time the women's dimension could be looked for consistently throughout all Major Programmes, including that for communication.

The heavy emphasis upon operational activities also had its impact on the structure of the programme for women and communication (a fortuitous one, given the emphasis in the world at large on positive action as a pivotal strand in the promotion of change). In consequence, very little of the UNESCO programme has been devoted to research in this field, and a good deal of what has been done has been in the area of research summaries and bibliographic review.

The third focus - towards greater decentralization - has led to a continuing blend of action-oriented effort, with a regional emphasis. In general, the programme for women and communication has attached most of its resources to a series of regional planning seminars, out of which are

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meant to come specific guide-lines for programming at the national and regional levels in the years following the World Conference of the UN Decade for Women, to be held in Nairobi in July 1985.

By the beginning of the 1984-1985 programming cycle, then, UNESCO's activities relating to women and media were almost entirely concentrated within a single major programme - Major Programme III: Communication in the Service of Man (a rather unfortunate choice of title, surely, particularly since the first Medium-Term Plan had actually used a neutral one : Communication Between Persons and Between Peoples). And within Major Programme III itself, actions concerning women are further concentrated into a special subprogramme - Subprogramme III.2.4: Contribution of the Media to Promoting Equality Between Women and Men and Strengthening Women's Access to and Participation in Communication. The stated targets of the Subprogramme are:

> 'To promote the training, employment and advancement of women in the various communication fields and professions, particularly those from which they have traditionally been excluded.
>
> 'To create an awareness on the part of those responsible for the media of the need to encourage women's access to and participation in communication'.
> (22C/5, para. 03226)

A clear action orientation is apparent in these targets, although the Subprogramme does allow for a certain amount

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of supportive data collection and research. Elsewhere in Major Programme III, a small budgetary allocation for research related to women is made within Subprogramme III.2.3: Contribution of the Media to Mutual Respect, International Understanding, Respect of Human Rights and Peace, and to the Elucidation of Major World Problems. Here, in the context of research on the social impact of messages, studies of the image of women presented by the media in various parts of the world are foreseen, in co-operation with research institutions. The emphasis is on imagery which incites either physical violence against women or their exploitation through prostitution.

4. Research by UNESCO on Women and Communication

Until 1980 the volume of research commissioned and published by UNESCO on women and communication issues was slight and occasional, and originated from several sectors. A series of case studies - from Canada, Hungary, Jamaica, Japan and Senegal - on the impact of cultural industries on the socio-cultural behaviour of women was discussed at an expert meeting in Helsinki in 1979. In 1980 an enquiry on the participation of women in radio, television and film in four countries (Australia, Canada, the United Kingdom and the United States) appeared. A number of case studies were commissioned in relation to women's programmes in the population communication field.

However, after 1980 more concentration of research effort was evident and more emphasis was placed on the provision of summaries, syntheses and reference materials. Taking as its starting point the earlier case studies on women and cultural industries, a global analysis provided a synthesis which was published as 'Women and the Cultural Industries' (1981). An initial review of work on 'Mass

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Media: the Image, Role and Social Conditions of Women' (1979), undertaken by Mieke Ceulemans and Guido Fauconnier of the Catholic University of Leuven, was followed by a comprehensive study 'Unequal Opportunities: the Case of Women and the Media' (1981) prepared by Margaret Gallagher of the Open University, the United Kingdom. This study, which was based on an analysis of research and project developments around the world, separated out the two major themes that have subsequently provided the main axis of UNESCO's programme: on the one hand, the theme of image, the portrayal by the media of women themselves and of women's issues; on the other hand, women's participation in communication industries, in policy and decision-making, and their relative significance as compared with men.

Recent emphases on operational programmes and decentralized activities have had their own impact on UNESCO's approach to research on women and media questions. In the 1984-1985 biennium, a series of action-oriented case studies of obstacles to the promotion of women into management and decision-making positions in the media is being carried out in Canada, Ecuador, Egypt, India and Nigeria. It is hoped that these will result in proposals which can be implemented and subsequently monitored to evaluate their effects on the progress of women in media organizations. Also in this biennium research is to be carried out, in several countries in the Asian region, into media images of women and their link with prostitution. Again, it is expected that this will result in the development of a set of communication strategies, with a view to raising public awareness of the problem.

5. Regional Seminars on Women and Media Decision-Making

A major part of UNESCO's budget for actions in the sphere

of women and communication has, in the period 1980-1985, been devoted to a series of regional seminars on the theme of Women and Media Decision-Making. The genesis of this particular emphasis on the part of UNESCO can be traced back to the recommendations of participants at an earlier, international seminar on Women and the Media, held in New York in May 1980. This event, described at the time as a sectoral meeting for the Mid-Decade Conference in Copenhagen and whose report served as a background document for that Conference, had been co-sponsored by UNESCO, the United Nations Fund for Population Activities (UNFPA) and the World Conference of the United Nations Decade for Women (WCUNDW). The 1980 seminar had its own exceedingly complicated history, but UNESCO was heavily involved from the very beginning and contributed the basic working documents as well as travel funds for developing country participants. Not surprisingly, therefore, UNESCO had a particular interest in and commitment to follow-up action.

The international seminar was in some respects a difficult encounter, reflecting not only the variety of geo-political perspectives inevitable in any international gathering, but also basic differences of intellectual approach to the kind of strategies which could lead to change in the women and media relationship. The tension was between 'gradualists' who believed that it was possible to work within and reform existing structures and contents, and the 'radicals' who were pessimistic about the ability of dominant patterns to genuinely adapt, and who believed that the only possibility for change was through real transformation, based on an entirely new model of communication and of development. Despite the problems posed by these oppositional viewpoints, their very expression was evidence of how far women had moved, in their analysis of the problems posed by mass communication media, from

the rather one-dimensional approach that had prevailed only five years earlier at Mexico City. Over simplistic statements about the 'power of the mass media', which should be 'harnessed' to bring about social change, had been replaced by an awareness of the enormity and complexity of the issues involved. The seminar report is based on the global analysis which the participants felt was called for. Thus, for example, 'it was concluded that the relationship between women and the media must be set in the overall context of the existing communication structures at the national and international levels ... The specific problems of women have to be set within this context and related to discussion of global issues ... These problems and the struggle to overcome them do not concern women alone. They concern the society as a whole'.

Nevertheless, if this global analysis provided a more adequate conceptual framework than had hitherto been developed, realistic strategies for change - it was felt - needed to concentrate on the development of responsive and receptive structures, mechanisms and attitudes at all levels: local, national, regional and international. Fundamentally, however, the need to define and maintain cultural specificity had been an over-riding motive throughout the seminar, and the strength of its orientation is evident throughout all of the recommendations contained in the report. These (reproduced in full in Appendix II) cover legislation, development of grass roots and alternative media, advertising, new technologies, research, the United Nations system, women's communication networks, and training.

It was under the broad 'training' rubric (which evidently included 'sensitization') that the participants recommended 'UNESCO should, at the earliest possible point in the second

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part of the Decade, convene a series of regional seminars with high-level media managers to bring to their attention the considerable body of research carried out in recent years which highlights the extent and nature of women's disadvantaged condition in every sphere of life, and to focus particularly on the neglect by the media of these issues'. The basic aim of these seminars 'would be to sensitize media leaders to the implications for society of the neglect of women, both as audience members and media personnel. The regional seminars, which would seek the commitment of decision makers to more sensitive media policies, should be followed up by national seminars which would attempt to lay down action guidelines'. The recommendation even went so far as to suggest possible discussion points for the seminars, including re-evaluation of media portrayals of men and women; re-examination of prevailing news values; review of recruitment, training and promotion policies; the question of minimum employment quotas; and the provision of improved working conditions.

The exceptional amount of detail is evidence of the importance ascribed to the idea by the seminar participants. But it was not purely for this reason that UNESCO responded positively. Simple budgetary limitations dictated a need for concentration of programme effort. The seminars were a clear means of concentrating on a particular type of action, while at the same time reaching a relatively large number of key media people who might be expected, in their turn, to touch an even wider public within their particular country or region. Moreover, UNESCO's increasing accent on decentralized, operational activity favoured the objectives of the recommendation. Its implementation was thus a sensible course of action, and one which UNESCO lost no time in pursuing. Within just over a year of the international seminar in New York, the first regional seminar was held in the Caribbean.

Seven regional seminars have already been held - in the Caribbean, Asia, the Pacific, Latin America, the Arab States, Europe and Africa. Although the general theme of women and media decision-making has run through all of the meetings, each has had a different character. Partly this reflects the different circumstances and priorities of the regions; it also reflects the different organizers of the meetings and their own preoccupations. There are, however, certain aspects common to the whole series - the presentation of country and institutional reports by the participants, bringing together an invaluable data resource, and the formulation of recommendations and proposals for future action. Taken together, they have already provided a basis for planning UNESCO's draft programme for 1986-1987 and they will also be used later in this report as an index for work carried out elsewhere.

The first of the seminars in the series was held in Kingston, Jamaica, in September 1981 and was entitled 'Women and Media Decision-Making in the Caribbean'. It was sponsored by the Caribbean Institute of Mass Communication (CARIMAC) of the University of the West Indies, in collaboration with UNESCO. Support was received from the Women and Development Unit (WAND) of UWI, and the Ministry of Information, Arts and Culture of the Jamaican Government. It brought together 19 participants (10 top managers/editors from print and broadcast media, educational broadcasting and the Caribbean News Agency - seven men and three women; and 9 media women from print and broadcast media and from the public information service; there were also a number of official observers).

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The seminar reflected the thoroughness and academic interest of a university base, with a number of surveys and research papers prepared in advance, touching on both the portrayal and the participation themes. Organized largely as a series of round-table presentations and discussions, it focused in turn on problem identification, images of women in Caribbean media, the impact of the media - especially news media - upon women, and perceptions of recruitment, training, salaries, working conditions and promotion. These individual discussions then led to a more integrated session dealing with communication policy and overall development policy in respect of women. The meeting formulated recommendations which it addressed to specific audiences: UNESCO, media organizations, women's organizations outside the media and governments. These recommendations ranged from generalized statements which could be read as criteria for further action or as advisory statements on policy, to quite specific proposals in such areas as training and working conditions within media organizations. The outcome of the seminar was a substantial 200 page document, whose full recommendations are given in Appendix III. One of these was the establishment of a Steering Committee to discuss the formation of a Caribbean association of women and men in media, which would seek to institutionalize - over the long-term - the main propositions of the meeting.

The second seminar in the series, held in Kuala Lumpur, Malaysia, in November 1981, was of a quite different kind. Partly because the meeting covered a vast continent (as compared to the relative coherence of the Caribbean region), and partly because it was held in a regional training institution devoted to broadcasting, it focused down on 'The Career Development of Women in Media', and in

practice dealt almost exclusively with broadcasting. Its organization was in the hands of the Asia-Pacific Institute for Broadcasting Development (AIBD), a regional institution originally promoted by UNESCO, and particular support for this seminar came from a Japanese broadcasting foundation - the Hoso Bunka Foundation.

The meeting had the specific objective of reviewing the current situation on recruitment, training and promotion policies for women in Asian media organizations, especially in the higher professional and traditionally male-dominated sectors. It drew 17 participants (both men and women) from thirteen countries, and had the benefit of several expert consultants from international organizations. Formal recommendations (given as Appendix IV) were divided into four categories relative to broadcasting: recruitment, training, women's advancement and working conditions. As in the Caribbean seminar, these were addressed to separate audiences: to governments, broadcasting organizations, UNESCO, the AIBD itself, and to professional associations. Their emphasis throughout was on the formulation of special career development policies for women, and many of the proposals were framed at a highly specific level, covering such issues as the wording and display of job advertisements. Also on the model of the Caribbean seminar, there was a proposal to form associations of women in media at the national level, which could be affiliated with a regional organization, as the spear-head of an on-going effort to create awareness among women media employees of their rights and to serve as catalysts in their advancement.

In March 1982 the third of the regional exercises took place in Mexico City, addressed to the situation in the Latin American region. Once again, this seminar had quite a different and distinctive character. In the first place,

its venue was the same as the original Conference to inaugurate the United Nations Decade for Women, and participants were already highly sensitized to the issues. Secondly, the meeting was organized by the Instituto Latinoamericano de Estudios Transnacionales (ILET), a regional social research institution with considerable experience in this field, and with, as part of its programme, s special unit for alternative communication by and for women. The seminar, which was held at ILET headquarters and organized with support from UNESCO and from the Co-ordinating Unit for Social Communication of the Office of the President of Mexico, was therefore entitled 'Alternative Communication by Women in Latin America'; it dealt exclusively with the creation and extension of alternative communication channels with specific women's programmes. The 24 participants (mainly women) spanned 12 countries and several international organizations. The meeting began with case study presentations on existing feminist media and experimental programmes, and attempted to reach - and state - a number of conclusions about what had been achieved. It emphasized the use of alternative communications as part of the struggle for education and as a means of problem-solving, in contrast to the dominant structures of communication, and concluded that the 'micro' media - the alternative and community channels - were able to present an image of women which could help counteract mass media stereotypes. Unfortunately, however, the participants concluded that there was a great lack of understanding within feminist and women's organizations themselves of the importance of communication in advancing their own goals.

In consequence, the recommendations of this seminar (reproduced as Appendix V) were primarily concerned with the creation of new communication channels, rather than

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the reform of existing infrastructures, although the significance of media education, as a means of developing critical attitudes to mass media and their stereotypes, was stressed. Nevertheless, in spite of the sharp difference in focus between this and the other seminars so far, the importance of institutionalizing work for the future, through periodic meetings and the creation of local groups, was also seen as a priority.

Later in 1982, in December, a sub-regional seminar for the Pacific was held in Fiji, under the title 'Media Training and Women in Decision-Making'. In fact, this meeting had two foci: one on media training in general, the other on women. It was attended by 50 participants (both women and men) from 13 countries, including four trainers, representing newspapers, radio and government information services. Organization was shared between the Extension Services of the University of the South Pacific and the Pacific Islands News Association, so ensuring a mix of academic and professional interests, and sponsorship came from UNESCO and two non-governemental organizations - the World Association for Christian Communication and the Asia Foundation.

In contrast to the Latin American seminar, the Pacific meeting was dealing with a far less sensitized audience, in the context of an altogether different set of communication structures. Much of the discussion by mixed working groups dealt quite as much with media problems in general - especially training, which was one of the two main strands of the seminar - as with women's issues exclusively. The meeting's terminal statement urged change in traditional perceptions of women in the Pacific countries, and expressed the view that the need for role change must be clearly and sensibly

explained to members of each society if it was to be accepted. The recommendations framed at the end of the meeting reveal the need for a good deal of basic preparation and research (and in these recommendations there is quite as much on training policy issues in general as there is on the particular role of women - clearly as a result of the split objectives of the seminar). In consequence, in Appendix VI only those recommendations specific to women are included.

It was not until October 1983 that the next seminar in the sequence was organized, in the Arab States: a 'Regional Seminar on the Portrayal and Participation of Women in the Media of the Arab States', held in Tunis and organized by the Union Nationale des Femmes de Tunisie (UNFT) with the co-operation of UNESCO. The meeting was attended by men and women from 10 Arab countries, together with representatives of the Arab Educational, Cultural and Scientific Organization (ALECSO), the Arab States Broadcasting Union (ASBU) and the Arab Labour Organization.

The Arab States meeting dealt broadly both with the image of women in the media and the degree of their participation in media practice and management. Its recommendations (given as Appendix VII), were also broad and emphasized throughout the current lack of adequate research data and experience in the region. In several recommendations the theme of women as agents in the development process is picked out, with on the whole an emphasis on a cautious, gradualist approach to change. As with the other seminars, however, a degree of programme institutionalization was stressed, in this case through the creation of a commission to monitor the implementation of the symposium's recommendations.

The penultimate seminar in the series involved the European region and a 'European Seminar on Women and Media' was

held in Warsaw in October 1984. This was attended by 33 participants (the majority of them women) from 23 countries, drawn from newspapers, news agencies, radio and television services, together with observers from the International Labour Organisation (ILO), the European Broadcasting Union (EBU) and the Women's International Democratic Federation (WIDF). The seminar was organized by the International Organization of Journalists (IOJ), in collaboration with UNESCO and with the assistance of the Association of Journalists of the Polish People's Republic and the League of Polish Women. It was the first time that questions relative to the image of women in the media and their participation in media institutions had been discussed on an all-European basis.

In a cross-European context, it was evident that whatever recommendations were to be formulated had to secure agreement among participants (even though these were attending in a personal and not a representative capacity), and must therefore cut across ideological positions. It was therefore to be expected that the recommendations (reproduced as Appendix VIII) would mostly be of a general character. However, in certain particular areas of discussion there was a more specific measure of agreement, notably those focusing on employment ratios and opportunities. Evidently, it is in Europe and North America (and participants from both the United States of America and Canada were invited to the meeting) that there is the greatest volume of experience of positive action programmes and of negotiation by women, through trades unions and and their own associations, in relation to career advancement. Similar shared areas of concern were in provisions for health and child-care, and labour conditions.

In February 1985 the final regional seminar, on 'Women and Decision-Making in the Media', was held in Addis Ababa. It was organized by the African Training and Research Centre for Women, of the Economic Commission for Africa (ECA), in close collaboration with UNESCO. The participants, men and women from 15 countries in sub-Saharan Africa, were high-level government officials responsible for media questions, information specialists and media professionals; observers from a number of important regional and international organizations were also present. In common with most of the preceding seminars in the series, the African meeting dealt both with the portrayal of women by the media and with employment-related questions, including training and promotion opportunities. Additional sessions focused on the significance of communication technology for women, and on the actual and potential role of women in communication policy development. A basic consideration throughout the seminar discussions was the relative recency of the arrival of so-called mass media systems to most African countries and the consequent low out-reach of the media, particularly in rural areas. Participants stressed the need to look for alternatives to the high technology bias in current media developments, and the benefits to be gained from exploitation of low-cost, appropriate technologies - particularly in rural areas - more suited to the needs of women in the region. The recommendations (attached as Appendix IX) reflect these preoccupations, calling for the establishment - or occasionally the strengthening - of structures and systems for information dissemination and exchange to encompass the needs of both urban and rural women, the urgent development of training courses at all levels, and the systematic collection of basic data on the portrayal and participation of women in the media throughout Africa.

Enough can be gleaned from the outcome of these regional meetings to reach some general conclusions. In the first

place, seminars of this kind (at least as they appear in their official records) are tips of an ice-berg. In many ways their primary importance is as educational and sensitization exercises, bringing the issues of women's participation and portrayal to the forefront (and thus hopefully adding them to male agendas). Secondly, a substantial body of information is collected by way of preparation, which can be invaluable for research purposes or for future planning, but which does not surface in the reports. Thirdly, the recommendations have to be read in context. One needs practice in the interpretation of official documents, but even to the uninitiated it is clear that the blandness of some formulations masks a protracted process of negotiation, while the particularity of others stems from a local agenda.

The recommendations of these seminars are, however, of considerable importance at two levels. At the regional level, they provide a priority listing for future programming and, if the experience of each seminar can be tapped, a means of preserving its energies in a more permanent institutional form. At the international level they provide not only a touchstone for the framing of new programmes, but also a check on the modalities of programme implementation (for example, whether or not to work through decentralized structures). At least one of the seminars, that in the Pacific, has already

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had a concrete outcome in the completion of a UNESCO-sponsored survey of women's training needs in the region (Watanabe, 1984). This in turn will lead to the development of specific training projects.

6. Future Directions

These regional data, with other information sources, including government responses to the UN questionnaire (analysed in Part III of the report) are already being used in planning for UNESCO's draft programme and budget for 1986-1987 (23C/5). The maintenance of present funding levels for activities specifically concerned with women and communication activities seems probable. Actions are likely to be focused on four main areas: women's training programmes for media professions; women's recruitment and promotion to high-level posts in the media; a collaborative programme with women's professional associations and non-governmental organizations; and research into different aspects of the image of women in the media, including the use of the media to help combat prostitution. Although the programme has to be discussed and confirmed by the 23rd session of the General Conference, to be held in October 1985, and may well be substantially modified, there are still two main axes: a balance between operations and reflection which heavily favours action (but action based on informed research), and the maximum amount of decentralized programming, in collaboration with non-governmental and professional women's groups. The evidence of the regional seminars seems to support the validity of this approach.

A major additional source of funding for activities in the women and communication field is possible if UNESCO's request for extra-budgetary funds from the Swedish International Development Authority (SIDA) for the period

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1985-1987 is successful. These funds would be used primarily for training projects in Africa, Asia and Latin America. Moreover, in an exceptional development, the International Programme for the Development of Communication (IPDC) recently invited UNESCO to submit a project proposal related to some area of particular importance to women, in the field of communication. A project entitled Communication Training and Career Development for Women in Africa was prepared for submission to the Intergovernmental Council of the IPDC at its March 1985 session. The project is designed to provide training in management and audio-visual techniques for between two and three hundred women over a three-year period, in a series of ten courses to be held in training centres in east and west Africa. Together with the possible SIDA funds, the IPDC project - if approved - would mean virtually a 100% increase in the budget available for women and communication activities in UNESCO.

Finally, an important impetus for reflection on and orientation of the women and communication programme is to be provided by a meeting of UNESCO's Advisory Group on the Status of Women, to be held in June 1985. In preparation for this consultation, a review is to be made of UNESCO's entire programme, with the objective of drawing attention to ways in which the women's dimension could be effectively addressed by each of the major programmes (and not simply the particular subprogrammes whose specific focus is on some aspect of women's development). This will provide the first concrete opportunity for UNESCO to realize the full potential of its two-fold strategy, outlined in the second Medium-Term Plan. As part of the review, Major Programme III: Communication in the Service of Man will naturally be examined with a view to increasing its contribution to the service of women.

III. THE WORLD CONFERENCE ON THE UN DECADE FOR WOMEN, NAIROBI, 1985 : Government Responses to the Questionnaire on Communication and the Media

1. Introduction

The questionnaire distributed to United Nations Member States by the Branch for the Advancement of Women (UN Centre for Social Development and Humanitarian Affairs), as part of the data collection for the review and appraisal of achievements of the UN Decade for Women, contained a section on Communication and the Media. This is attached as Appendix X to the report. The following areas were covered by the questionnaire: communication policy, media content, employment of women by media organizations, alternative media and networks, women's organizations, and international co-operation. By January 1985 replies to the section on Communication and Media had been received from the following 95 governments :

Afghanstan, Algeria, Australia, Austria, Bahrain, Barbados, Belgium, Belize, Benin, Bhutan, Bolivia, Bulgaria, Burkina Faso, Burundi, Byelorusssian SSR, Canada (Quebec only), Chile, Colombia, Costa Rica, Cuba, Cyprus, Czechoslovakia, Denmark, Djibouti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Ethiopia, Finland, France, Gabon, Gambia, Greece, Guatemala, Honduras, Hungary, Iceland, India, Indonesia, Iraq, Italy, Ivory Coast, Japan, Jordan, Kenya, Luxembourg, Madagascar, Malawi, Malaysia, Mauritius, Mexico, Mongolia, Montserrat, Morocco, Mozambique, Nepal, Netherlands, New Zealand, Niger, Norway, Pakistan, Paraguay, People's Republic of China, Philippines, Poland, Portugal, Republic of Korea, Rwanda, Saint Lucia, Senegal, Sierra Leone, Singapore, Somalia, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Tanzania, Togo, Turkey, Tuvalu, Ukrainian SSR, United Kingdom, United States of America, USSR, Venezuela, Vietnam, Western Samoa, Yemen Arab Republic, Yugoslavia, Zambia, Zimbabwe.

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* An earlier version of this analysis, based on the replies of 77 governments, was prepared for the Conference Secretariat/Branch for the Advancement of Women in September 1984.

The governments' responses were characterized by widely varying degrees of completeness. These ranged from extensive written commentaries on the basic data required by the questionnaire, sometimes accompanied by lengthy appendices, to very minimal contributions consisting of one or two ticks to 'yes/no' alternatives. The United Kingdom, although formally listed as having replied to this section of the questionnaire, in reality provided no information but a statement regarding the independence of the communication media in the United Kingdom, which consequently judged it inappropriate to answer the

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questions asked.

The body of the analysisinevitably reflects this varied quality of response, drawing its exemplary statements from the replies of those governments which furnished most information.

In terms of the validity of the responses, certain questions were clearly a source of difficulty to responding governments. Most strikingly so were the boxes accompanying questions 3.1, 3.2 and 3.4, designed to contain figures supporting replies to women-to-men employment ratios in the various media. From a total of 68 governments who answered, usually affirmatively, question 3.2 ("Do women participate in editorial and management positions in the generally 'masculine' magazines, e.g. science, technology, economics?"), a full 49 were unable or unwilling to supply supporting figures. Questions 3.1 and 3.4, concerning women occupying senior positions in major media organizations and women employees at other levels in the media, fared only slightly better, with 44 and 46 failures to provide figures, respectively. Other questions with relatively high abstention rates were 1.3 on planned measures for women's advancement (31), 1.4 on obstacles to such measures (27), 3.5b on affirmative action (43), 4.3 on measures to promote women's access to the media (44), 6.1 and 6.2 on past or desired UN assistance (39 and 36). These failures to answer possibly stem from lack of information, or of authority to make pronouncements on the part of the answering government service. Especially in translation, the term "affirmative action" may not be clearly understood by some governments.

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Apart from these difficulties, the large majority of responding governments answered the questionnaire fully and with frankness. The overall pattern revealed by their replies and the striking exceptions to this general pattern will now be discussed theme by theme, following the structure of the questionnaire.

2. Communication Policy

A slender majority of responding governments report having adopted specific policies and guidelines requiring media to promote the advancement of women. In many cases, this action dates from the last ten years, and therefore may reasonably be linked to the UN Decade for Women. The countries least amenable to policy changes appear to be located in Latin America or in Mediterranean Europe (Cyprus, Italy, Portugal, Spain). Greece proved to be an exception here. Its present government writes that it is "the first in the political history of the modern Greek state to include women's issues in its programme". In concrete terms, it states, "the women's movement together with other mass organizations will have 40 percent of the shares" in a new corporation to which the national radio and television channel, ERT 2, will belong.

The policies and guidelines adopted range through anti-sexist legislation to codes of practice or guidelines governing media (including advertising) portrayal of women, directives for promoting employment of women in the media, and media campaigns publishing governmental or non-governmental programmes for women. Eastern European countries tend generally to stress their long standing commitment to women's equality and consequently deny the need for new policies. Many of

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the Arab states say they have adopted specific policies for promoting women's role in communication, but they are also often among those which admit the existence of serious obstacles to the success of these policies. Few countries gave details of any existing measures for policy enforcement. Of those which did, the majority merely cited general constitutional provisions, or broad legal instruments. More specifically, the United States mentioned its Federal Communications Commission (FCC) regulation which requires - under pain of licence non-renewal - that a broadcasting organization must not discriminate against women in its hiring practices.

This part of the survey reveals a very recent and relatively firm position on women's rights taken by a number of countries. For example, in Denmark, Danmarks Radio (the national broadcasting organization) has set up an Equality Committee charged with "raising the level of awareness within radio on questions of equality, working for equality in employment, promotions etc., following radio broadcasts and TV programmes with the right to criticize or point out positive examples after programmes have been aired and taking up individual cases that may be brought to the attention of the Committee". In Sweden, too there is an Equality Committee at Sveriges Radio which has developed its own very detailed "equality project" in relation to both content and employment opportunities. Both the Australian and the Canadian Broadcasting Corporations have "Equal Opportunities" units; and the Australian Broadcasting Tribunal, in early 1984, set up a Committee on the Status of Women whose brief is "the examination of current community attitudes to the portrayal of women with a long-term view to the formation of some kind of self-regulatory code". Also

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on the theme of self-regulation, the United States notes that "some media organizations, whether as a result of public pressure, litigation, or a sense of responsibility, have themselves adopted guidelines and policies as to hiring practices and the use of non-sexist language and images". This phenomenon, however, is far from universal. Switzerland states that its Association for Women's Rights has persuaded the broadcasting organizations "to grant a large place for women in committees and personnel" and stipulated that "in drama programmes the problems of women - economic dependence of the housewife; double occupation and family load; discriminatiion as a sexual object - should be recognized and shown". In 1984, under trade union pressure, Norway's TV and radio accepted that "if there are several qualified applicants for a position a woman should be given preferential treatment. If it is a leading position, a woman should be preferred if qualified". In other words, Norway is one of the few countries (with Australia, Czechoslovakia, Denmark, Indonesia, Mexico, the Netherlands and the United States) which reportedly practise affirmative action.

Obstacles to policy changes in this field are reported by a wide variety of countries. Patriarchal or paternalistic attitudes are frequently quoted (Dominican Republic, Greece, Tanzania, Venezuela), and Italy cites loss of interest in the feminist movement. El Salvador lists "el machismo y el hombrismo". Mexico cites the media's manipulation of woman's image as "soul of the home" and "sex object". Zimbabwe (along with Australia and Niger) mentions lack of funds; it also lists low awareness of the need to increase women's participation in the communication sector, and lack of a clearly articulated government or private

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sector policy. Colombia notes "lack of political will". Australia mentions the "implicit feeling" in many organizations "that there exists no problem in this area". The United States notes resistance to change in a traditionally male field of employment. Other commonly cited obstacles are female illiteracy (e.g. Afghanistan), low out-reach of existing media (e.g. the Gambia), and male resistance to competition for jobs (e.g. the Philippines).

A number of countries envisage measures for improving the situation. In some cases, existing statutes could be revitalized, as in Burundi and Colombia, or old laws redrafted, as in Venezuela. Kenya and Mexico have new policies in the planning or draft stage. Paraguay also hopes that 1984 will mark a turning point. Indonesia has launched a "'Newspaper for the Villages' project which may be extended by a further policy to include special women's columns with women as both agents and beneficiaries." The Republic of Korea indicates that mounting press and public pressure could result in concrete measures being adopted. On this theme, the United States states that "progress has resulted most often from the courage and persistence of women in the media who have organized and pressed their case, often using legal channels against discriminatory media organizations. They were aided by women employees' caucuses organized at their place of work, and by media-oriented and general interest women's NGOs."

3. Media Content

Studies of women's image in the media, including advertising and school text-books, are reported to have

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been conducted in less than half of the responding countries, although spanning all world regions. However, this question may have been interpreted by some governments as referring to "government-initiated" or "government-backed" studies, since image studies - of varying quality - have, in fact, been carried out in a number of the countries which answered "no". The information provided by this survey confirms that - with few exceptions, and right around the world - women continue to be portrayed in a traditionally stereotyped way. The media in Turkey tend to portray woman as "mother, wife, sex symbol", whereas in Senegal they show her as "mother, wife, agent for development". In the Republic of Korea, when the media depict a working woman, she is "seldom happy". Sudanese media find it "incumbent upon them to portray women in an optimal image consistent with the Shari'a (Islamic law)". Denmark complains of "sex stereotypes", the Ivory Coast and the Netherlands of advertising's exploitation of women's image as symbolizing "charm, beauty, frivolity, fragility" when they are not shown as "mothers and housekeepers". "Petty bourgeois" images of women survive in Yugoslavia. A study sent in by Costa Rica analyses advertising's concentration on domestic activities and personal appearance, and documents the stereotypes used to project an illusion of social mobility to the deprived masses. In school textbooks, concludes the study, "man is the leader, he who has a place in history".

"Has there been any change since 1975 in these media images?" asks question 2.2. 44 governments answered yes, while 28 answered no. However, it is clear that a number of the "yes" replies actually refer to perceived changes in women's role in society, rather than to changes in media images of that role. Taking only those countries

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whose replies related unequivocally to changes in media portrayal, the yes-no balance is about 50-50. The type of progress reported generally involved increased portrayal of women in professional situations (Ecuador, Jordan, Madagascar, United States, Zimbabwe), greater respect for women (Switzerland), greater equality of treatment (Finland). France remarks that the change process has been helped by the establishment - by the Ministries of Women's Rights and of Education - of some 50 committees to monitor the content of school text books. Countries which have undergone revolution, or coups, usually gave accounts of a complete transformation of media content concerning women dating from the change in regime. In the case of the Soviet republics, this transformation is said to date back to 1917, for Poland to 1945, and for Burundi to the establishment of "the Second Republic" in 1976. Cuba writes: "Since the triumph of the 1959 revolution, the image of woman projected by the broadcast media in Cuba has undergone a total change. (...) The image now presented is that of the worker - students, militants, professionals - an involved participant in all branches of Cuban daily activity". Canada (Quebec only) describes a more complex situation: "An effort has been made in advertising, but more needs to be done. Sexism has taken on more subtle forms. Problems remain in the treatment of so-called women's news. Visual and written pornography have become a source of grave concern, with themes of violence and humiliation aimed against women sharply on the increase." Finally, the immense difficulty of making an objective response to this question is underlined by the New Zealand reply: "Women are probably being portrayed in a wider variety of roles and occupations (in addition to their traditional 'supportive' role) but there is no detailed evidence available to support this statement".

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Only 23 responding governments (less than a quarter) reported the existence of analyses of the roles and functions of the women's press and broadcast programmes for women in their countries. A small number of these governments provided summaries of the findings. The Mass Media and Infant Health Project in the Gambia showed that radio programmes benefitted women "especially in the area of maternal and child health". An Indonesian study showed that reading and programmes for women have "played an important role, (...) stimulating greater activities and productivity, especially among women in rural areas". In Iraq, the most important finding was that "the women's press concentrates on subjects linked with modern women's basic requirements, (...) whether such subjects are related to legal, social, family or economic aspects." In Madagascar, it was found that "women act as information relays and can translate advice given on the radio into operation terms. Broadcasting the experience of other women stimulates emulation". An audience research report showed that the Swedish feminist radio station, Radio Ellen, reaches 1 percent of the population, comprising equal numbers of women and men. The United States reported a study of press coverage which found that feminist publications "reach more women, and are stronger initiators of action by women on women's issues, than the mainstream press".

4. Media Employment of Women

The eight questions in this part of the questionnaire were designed to measure the exact extent of progress towards women's real power in the media. However,

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as already noted, few governments volunteered the requisite statistics. To begin at the summit, the following 13 countries report the presence of women in top positions since 1975:

AUSTRALIA (3 women on ABC Board: government appointees)

BENIN (Director of Television, Director of Information)

CHILE (Directors of Ercilla, Cosas, TV Channel 11)

ECUADOR (Director, TV Channel 8)

FINLAND (Editors-in-Chief, unnamed economic magazines)

GREECE (2 women on ERT-1 Board of Directors: government appointees; 1 on Executive Council of ERT-2; 1 Director of Press Secretariat ; Director of Anti)

IRAQ (Directors-General of unspecified news, culture and fashion organs)

KENYA (Editor-Managers of Consumers' Digest, Mother and Child; women chairperson of the Audio and Visual Media Practitioners' Association

MADAGASCAR (Publications Directors, National Press Agency and Midi Madagascar)

MOROCCO (Director of an unspecified technical magazine)

NEPAL (Sole director, Royal Nepal Film Corporation)

NEW ZEALAND (Director-General of Radio New Zealand)

PHILIPPINES (Manager, Panorama magazine, producers and directors in the film industry)

...

USSR (Chief editors of Soviet Women, The Women Worker, Rural Women, Inventor and Rationalizer, Clubs and Artistic Activity)
VENEZUELA (President of the Guild of Journalists).

Evidently, the responsibilities involved in these positions are not in any way comparable. Moreover, a number of countries gave figures for women in unspecified "senior decision-making positions".

Most countries report progress in the female-to-male ratio of media personnel since 1975, both at senior and general employee level. However, a significant number (31) - spanning all world regions - declared that this ratio has not increased. Other countries report occasional majorities of women in cultural, economic and fashion jobs. On the other hand, Senegal expressed pessimism "There is a regrettable shortage of women working in the audio-visual field. It is rare to find young women passing out of the CESTI (Centre for Studies in Information Sciences and Techniques) who direct themselves towards radio and television". While the regression implied by Senegal, Malaysia and Italy is rare, the almost unanimous requests by developing nations for UN co-operation in media training for women, recorded in the final part of the questionnaire, may indicate that women's advancement remains a long-term goal.

Question 3.5 asks whether existing media recruitment policies affect the employment of women, and whether

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specific policies are applied for the promotion of women. A scant 6 governments replied yes to this question. In the Australian Broadcasting Corporation, strategies to improve employment conditions for women - in, for example, recruitment, selection, promotion, training and development - have been devised and are being implemented as part of the ABC Equal Employment Opportunities Management plan. The ABC's Equal Opportunities Unit monitors their implementation. In Denmark "Danish State Radio and Television has now established a rule which aims at promoting women's employment in journalistic areas, where men are still in the majority". The preferential rules adopted by Norway have already been quoted. In the New Zealand Broadcasting Corporation, "preference is given to women to attend supervision and management courses". The United States says that "within the last few years, media organizations have been soliciting women for responsible positions". Venezuela answered that it had specific policies for the promotion of women, but provided no explanatory details. Several reasons explain why so many governments answered no to this question. A "yes" answer might be construed as an admission that there is a problem, or that existing recruitment policies are discriminatory. Even where the problem is admitted, the country concerned may not possess the legal instruments required to change the situation. The vast majority of countries state that they practise equal treatment, without distinction of sex.

This leads directly to the controversial issue of so-called affirmative action. The 8 countries which profess to practise this clearly have differing perceptions of what is implied by the term. The actions of Australia,

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Denmark, Norway and the United States all relate to measures to seek out women for recruitment or promotion into specific posts or grades. Sweden, without actually stating that it practises affirmative action, follows a similar line: Sveriges Radio recruitment advertisements may state that because the job category in question "consists mainly of men, women are particularly encouraged to apply". Czechoslovakia mentions the use of "letters of appointment", without further elaboration. Indonesia and Mexico simply refer to enforcement of specific articles or guidelines contained within their Constitution or Development Plans. It is impossible to know what this means in practice.

The "special professional training courses exclusively for women working in the media", to which question 3.3 refers, represent a non-juridical variation of affirmative action. Only 10 of the responding countries have instituted such courses. However, the regional, political, economic and cultural spread of these countries suggests that the idea could be developed further. Briefly, the content of the courses is as follows: achieving qualifications for promotion (Chile); scripting and production of women's programmes (Indonesia, though the courses are in theory open to men also); news editing, feature writing, photography and film camerawork (Iraq); courses for women journalists interested in leading positions in the media field (or) for reporting on the feminist cause (Norway); radio and television production (Pakistan); a variety of subjects including editing, interviewing and journalism, within the Xinhua News Agency (People's Republic of China); self-confidence, debating, economics, technology, preparation for prospective women executives

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and programme directors (Australia, Sweden); feature writing, video and audio tape recorder repairs (Vietnam); appearance and TV broadcast training (Yemen Arab Republic).

Research on media opportunities for women has reportedly been carried out in only 13 of the responding countries. The Italian findings make sober reading: "Out of a sample of men and women recruited in 1967 it was found that men's promotion had covered from 7 to 10 grades, while women had gained 3 grades at most. Among journalists, out of 100 men taken on in 1967, 52.9 percent had risen to chief editor positions by 1982, while out of 100 women none had risen higher than editor." If at the RAI (Italian State TV) "it sometimes happens that men are admitted to the highest levels without having the qualifications required in theory, that never happens to women". Denmark similarly reports that "women's advancement opportunities (in radio) are very bad. The women have the majority of jobs with little responsibility and the men have the jobs with greater responsibility". The United States quotes a number of studies which show women at a clear disadvantage, but also a 1982 report by the FCC which shows women making progress into higher-paid jobs. The other governments did not provide details of the research findings.

Women in the media are reported to have formed professional associations in 18 of the responding countries. 7 of these are in Europe, 4 in Latin America, and 3 in Africa; the others are in Australia, Korea, New Zealand and the United States. Not surprisingly, special women's groups within the Union of Danish Journalists "support the promotion of women". In Ecuador, the associations' objectives are listed as "defence of professional

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interests; new image of women". The Association of Media Women in Kenya exists "to further exchange of technical knowledge and professional expertise, to promote training and job opportunities". The objectives of the Korean Women Journalists' Club are "to protect the rights of members, and enhance their intellectual level by hosting meetings and seminars". Zimbabwe's Federation of African Media Women and the Zimbabwe Women Writers' Association "link up with other women in Africa working in this field" and "write about problems and achievements of women in Africa". Judging from the overwhelming majority of countries where women are permitted to join general associations of media professionals, most governments would deny that a separatist approach is necessary or or desirable. This was the stated position of most Eastern European countries. A mere 3 countries (all in the Arab States) say that membership of general associations is refused to women.

Obstacles to media employment and promotion of women are reported by 20 governments. The convergence of views may be judged from these examples:

(a) Professional Segregation

"... the unfavorable social outlook towards women working in certain information fields" (Iraq). "Most women get confined to features or programmes which do not take them fully to other aspects of the media" (Kenya). "They are entrusted with secondary aspects - fashion and/or reporting" (Ecuador). "Most women in this field are working for minor sectors in importance like culture and home life" (Republic of Korea). "Women journalists are about three times as concentrated in the culture, education, fashion, family etc. categories in the media as in the news, political information, economy categories" (Yugoslavia).

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(b) Lack of Training

"There were inadequate numbers trained" (Zimbabwe). "... the small number of women having enough training and experience for work in the media field" (Iraq). "Women lacking in assertiveness and training" (Australia).

(c) Numerical Under-representation

"The majority of school leavers who apply for employment in the media are men" (Kenya). "It is difficult for women who enter the media field through the open entrance test putting women applicants under the tough competition with men" (Republic of Korea).

(d) Dual Responsibilities

"... difficult working hours and conditions seen in relation to family obligations" (Denmark). "Irregularity and length of office hours which run counter to women's requirements"(Iraq). "They have difficulty in surviving their double role as house-member and employee because media work usually requires them to do extra-time and over-load" (Republic of Korea). "Many hours spent in house-keeping and child-care" (Somalia).

(e) Traditional Attitudes

"They are relegated to second place" (Ecuador). "They are lacking at decision-making level" (Kenya). "... employers' traditional attitudes towards women in decision-making positions; women's general reluctance to applying for senior positions" (Denmark). "Perception of the traditional roles of women" (United States). "... resistance towards the incorporation of women in posts of higher management, due to the traditional concepts of women's role" (Venezuela). "Government's

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slowness in introducing anti-discrimination and affirmative action legislation" (Australia).

The measures taken to overcome these obstacles are few. Iraq, Somalia and Zimbabwe report some success, through increasing the number of women trainees. Australia says that "some attitudes have changed and barriers broken" through top level public commitment to equality, as well as education and training. The United States remarks that "education, litigation and the use of consumer power are seen as strategies for further progress".

5. Alternative Media, Women's Organizations

The questionnaire draws a distinction between "journals for women" and "the feminist press" which is perhaps not self-evident. Apart from Bahrain, Bhutan and Malawi, which declared the question "non-applicable", the small island territories of Dominica, Montserrat, Saint Lucia and Samoa, and 16 other countries (10 in Africa, 5 in Latin America and the Caribbean, and 1 in the Arab States), nearly all governments affirmed the existence of a press for women - though not necessarily a feminist press - and gave lists of titles published from 1975 to 1985. Indonesia, for example, names 7 new women's magazines published during that period. On the role of the women's press, Greece writes: "it informs and reminds society of unsolved women's issues: support through social care, support of motherhood, (the problem of) sexual harassment in the marketplace, pension rights, economic equality".

Succinctly, Morocco sums up the role as: "Information, consciousness-raising, emancipation". For Paraguay, it is to publicize the work of women so that the public

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may "appreciate their true value". Yugoslavia voices an attitude commonly expressed by the countries of Eastern Europe: "There are no feminist press and publishing houses in Yugoslavia (...) because feminism has no social basis and justification in our country".

Question 4.4 on the establishment of "information networks" concerning women also gave rise to a certain confusion, with many countries mistaking the term for simple access to media and others regarding the establishment of a women's "bureau" as an example of an information network. Only a small number of countries replied accurately to the question. In Canada, the Quebec Council for Women's Status has set up an information clearing-house and publishes a directory of professional and business women. Denmark has a similar centre called KVINFO. ISIS International, in Italy, is an international service of information and communication by women for women. It also connects women in industrialized countries with those in developing countries. In New Zealand, between 1979 and 1981 a women's information network (WINNZ) had a national spread of contact people who supplied news from their own areas, but the project folded because of lack of funds. Since 1983 a weekly women's news programme, 'Womenzone', is broadcast by Radio Access - Radio New Zealand's "public radio" channel. Norway and Sweden have feminist radio stations. Established in the Philippines in 1980, an information centre comprising a resource base, survey and data-gathering unit and an information dissemination unit serves the National Commission on the Role of Filipino Women. The Information and Publications Bureau of the KWDI, in the Republic of Korea, collates, publishes and exchanges information about women. The United States has "numerous

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networks" which may be formal or informal in organization, to circulate information on a variety of women's issues.

Women's organizations are reported to exist in slightly more than half (43) of the countries whose governments answered the question on the subject. No particular pattern seems to govern the distribution of countries with and without women's organizations.

In general, these women's organizations publish periodicals and bulletins and have access, though not necessarily regular or privileged access, to the major media. 25 responding countries gave yes answers to all three questions of this part of the questionnaire: on the existence of women's organizations, on whether they issued publications, and whether they enjoyed regular media access.

6. International Co-operation

Few developing countries would refuse UN Agency assistance or co-operation in the area of women and communication. This assistance and co-operation would take the following forms: publications and bulletins, research strengthening women's organizations, educating rural women, media training and production, printing equipment and educational material, experts and consultants.

7. Conclusion

As evidenced by the questionnaire replies, the UN Decade for Women has certainly coincided with movement in the

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field of women's equality and promotion in the communication sector. However, women's rights in regard to the media are still far from being secured. Indeed, only a small minority of countries have developed detailed strategies for the implementation of policies, even where these exist. Women themselves are not always aware of the issues. "This is an international phenomenon. Some women do not even understand that they are being oppressed" (Greece). "The fact that information about women is deficient is a factor which erases them from history" (symposium on Women and Information, Quebec, Canada).

IV. WOMEN AND COMMUNICATION: RESEARCH AND ACTION DEVELOPMENTS, 1980-1985

A global review of research into the portrayal and participation of women in the media, up to 1980, summarized its overall findings in two general categories.(1) In relation to media content and images of women it had this to say:

> 'A consistent picture emerges from those research studies which have investigated the media's portrayal of women. At the very best, that portrayal is narrow; at worst, it is unrealistic, demeaning and damaging. There are no notable differences between the mass media in this respect, although

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(1) Unequal Opportunities: the Case of Women and the Media, p. 105. Paris: The UNESCO Press, 1981.

> it is clear that small local media are more likely to present a positive picture. In terms of functional roles, although advertising has generally been found most reactionary, women's portrayal in news and entertainment has been little better. Even educational media have been found wanting. Certain cultural differences have been noted and media portrayals have been found to be most positive in those countries with a firm commitment to the social and economic integration of women. With few exceptions, however, research has shown that the media present women as a subordinate sex. Some of the most recent studies indicate the beginnings of changes which, although slight, do provide some evidence that the mass media are not inescapably locked into a particular mode of presentation'.

On the second question, of women's employment in the communication media, the review reached the following summary conclusion:

> 'Extensive research in a fairly small number of countries has highlighted the severe under-representation of women in the upper echelons of all media organizations. Even when differences of educational level, length of service and range of experience are taken into account, women remain disproportionately excluded from key decision-making posts. Scattered data from other countries confirms this for most parts of the world. Occupational

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> segregation has been seen to result in the growth of female ghettoes within media, making legislative measures, such as equal pay decrees, almost impossible to put into practice. Overall, media women continue to earn less, on average, than media men. Although cases of flagrant discrimination in recruitment, training and promotion have been noted, it has been found that discrimination against women works more subtly through the effect of sex-related beliefs and prejudices.'

The principal objective of this fourth part of the report is to up-date these earlier conclusions: to examine the extent to which they remain valid five years later, or whether - and in what direction - they need to be modified in the light of more recent research findings and action developments. As the bibliography provided in Part V indicates, since 1980 a very great deal of work in all parts of the world has extended and deepened the data base available for analysis of the women and communication relationship. It is not the intention of the present review to summarize the contents of each of the 300 or so individual titles included in the bibliography. Such an approach, in a relatively brief overview, would inevitably result in much tiresome repetition. Instead, the review will refer primarily to two types of work: that which fills geographical or cultural gaps in the information base on content or employment questions (and consequently, data from Africa, Asia, the Arab States, Latin America and the Caribbean and Eastern Europe will tend to take precedence over information from North America and Western Europe); and

that which appears to make a special contribution - in terms of analysis or methodology - to understanding, or to the development of policy and practice aimed at change. Material in English, French, Italian and Spanish was immediately accessible to the author; research/translation assistance allowed more limited access to Danish, Dutch, German, Norwegian and Swedish materials.

1. Documenting the Global Imagery of Women

Unesco's earlier global review noted that African documentation on media portrayals of women was particularly sparse and referred to studies in Ghana, Zambia, Uganda, Tanzania and Senegal (Gallagher, 1981, pp. 58-62). To these can now be added surveys from the Niger and Sierra Leone. Keita (1981) reviewed, in a general way, the image of women in the Niger press and in radio programming from the early 1960s to 1979.Echoing many of the earlier findings from the African continent, Keita concludes that women's image in the Niger's four most important publications (Le Sahel, Sahel-Hebdo, Nigérama and Gangaa) is complex and contradictory, reflecting conflicts between traditional expectations for women and the new roles which have begun to emerge. Thus 'women are sometimes portrayed as strong, productive individuals who make valuable contributions to their families and the development of their country. At other times, they are portrayed as sex objects and on yet other occasions they are reprimanded by male journalists concerning their lack of morality and reminded of their duties as Muslim believers'. Radio is the most popular and accessible medium among Niger women, yet the study finds that all four national language versions of the weekly women's radio programme ' convey a traditional image of women who are concerned with their roles as mothers, homemakers and wives'. The study in Sierra Leone (Anani, 1981) reached a rather more positive conclusion in relation to the image of women in broadcasting, analysed during June

and July 1978. Even though some of the programmes 'tend to emphasize women's traditional roles as housewives and mothers', in others 'women are portrayed as men's equals and as leaders who take the initiative in assuming new responsibilities'. Images of women in the country's two principal newspapers (Sierra Leone Daily Mail and We Yone) during the period July-September 1978 were also mixed. Overall, the amount of space devoted to women is very small - 5% of articles in one paper, and 6% in the other. Although one of the newspapers - when it did give women coverage - apparently conveyed a generally positive image, showing them as 'dynamic, forceful individuals who play an active role in political, economic and professional spheres', the other was said to project women primarily in a negative way as 'immoral and irresponsible'. The conflicting findings from these relatively systematic enquiries therefore largely reinforce the opposing trends noted in earlier studies. More qualitative reports from Ethiopia (Herouy, 1981) - claiming a media policy aimed at getting women out 'from the kitchen onto the public platform' - and from Tanzania (Kundya, 1981) - claiming that its mass media 'help to perpetuate the inferior status of women' - point to the same set of opposing tendencies.

Very little information from the countries of the Middle East and North Africa was available to the earlier review. Several studies from Egypt and from pre-revolutionary Iran, as well as some research from Israel, were the only works included (Gallagher, 1981, pp. 56-58). Studies from this part of the world are still very few, in relation to women and media questions, but three additional titles - from Algeria, Egypt and the Lebanon - have subsequently appeared. The Lebanese study (Allouche, 1980), covering six daily newspapers and three weekly magazines, is primarily of historical interest since its analysis stops in 1975. Nevertheless, it is notable that only 4% of total space in Lebanese daily newspapers between 1935 and 1975 was

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occupied by women. Women were given a greater proportion of space in weekly magazines published between 1965 and 1975 - between 17% and 36% depending on the periodical - but at least 70% of this space was filled by pictures. There was also a heavy emphasis on the use of women in advertising: in one of the magazines, during 1975 women were shown in 85% of the illustrated ads. Abdel Rahman's (1981) study of the image of women in Egyptian press, radio and television concluded that all media 'portray women almost exclusively in traditional roles in the home' and address themselves to a very small sector of Egyptian women: those who are young, urban and middle-class and married with families. Urban working-class women, as well as single women, professional women and - particularly - rural women, are all ignored. Hammouche (1984) considers the image of women in the Algerian press and television to be in contradiction of the principles laid down in the National Charter. Echoing many of the findings of Abdel Rahman, and of earlier Egyptian studies, Hammouche concludes that the media address themselves to the middle-class, apolitical woman, ignore both rural and working class women, and rely heavily on imported material. This approach maintains the social status quo by projecting a fantasy image, which distances women from their own - and other women's - reality. This culturally alienated woman, he suggests, is easily and comfortably identified with the image of the 'seductress', whose total life is devoted to beauty questions on the one hand, and to love and passion on the other.

As for Asia, Gallagher (1981, pp. 62-70) found a relatively large body of documentation, with India in the lead in terms of available research; however, studies were also reported from Sri Lanka, Pakistan, Bangladesh, Japan,

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the Philippines and the People's Republic of China. New research from each of these countries is included in the bibliography in Part V, in every case confirming the findings of the studies covered by the earlier review (ibid.). Of particular interest, perhaps, are the data on recent media images of Chinese women: Croll, 1983; Jaschok, 1982; and Siu, 1981. Each of these supports the tentative conclusion of the earlier review that portrayals of women in mainland China were moving away from simple depictions of the 'model' revolutionary heroine (Gallagher, 1981, pp. 69-70). For example, Siu's study of television drama found the conventional pattern: women less crucial to plot development, marriage and parenthood more important to women than to men, employed women subordinate to men, women more passive, and so on. Jaschok concludes that a common theme of many films released over the past five years is that of the woman who supports the hero and gives him the strength to overcome life's difficulties. Croll notes the growth of advertising, which has led to contrasting images: 'woman as worker and increasingly woman as consumer'. These findings do appear to confirm a move, in China, towards a pattern of imagery commonly found in countries with commercially-based media systems. At the same time, new data from previously undocumented parts of the Asian region - Malaysia (CAP, 1982), Korea (Song, 1984) - illustrate similar tendencies.

By far the largest body of recent Asian research on media imagery of women still comes from India. New studies cover all types of media and content: magazines, whether Hindi (Deshpande, 1984), or English (Ramesh, 1984); newspapers (Madhok, 1984); stage plays (Joshi, 1984); radio (Manushi Collective, 1983); television (Pathak, 1983); advertising (many studies, for example, Amin, 1981 and 1982).

Given the very large number of studies now available

from India, as well as the fact that these stretch back over a relatively extended period of time, Indian researchers are clearly in some position to comment with authority on trends in media imagery. For example, a 1984 survey of overall media content reached two general conclusions. In the first place, there appeared to be an increasing commonality in the images across different media. Secondly, there was evidence of a trend towards more negative portrayals of women, rather than towards any improvement. Thus, 'in feature films, for example, there is a rising thrust towards violence in general, and violence towards women in particular' - a problem exacerbated by the spread of television and video technology which 'has led to a dramatic increase in the numbers exposed to such films'. There is also an apparent increase in pornography and in offensive advertising: 'Today our ads project the worst of Indian and western sexist attitudes: on the one hand the kitchen-confined housewife stereotype, and on the other the woman spread-eagled over a carpet in transparent underwear with the copy reading: "Don't be a wallflower, use Peterpan underwear" ' (Agarwal and Bhasin, 1984). This assessment from India is uncanny in its similarity to the summary appraisal of changes in Canadian media content, noted in Part III of this report. Its interest, therefore, lies not simply in its statement of a deterioration in media portrayals of women in recent years, but in its suggestion that this seems to be following a similar pattern in very different parts of the world.

Research from Central and Latin America - covering Puerto Rico, Colombia, Brazil, Costa Rica, Venezuela, and a cross-national study including data from Mexico and Chile - was well-represented in the earlier review (Gallagher, 1981, pp. 45-49). Much of this work dealt with the content of magazines and fotonovelas, (stories presented in the form of captioned photographs) particularly transnational models. Recent studies from, for example, Argentina

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(Erausquin, 1983), Colombia (Garcia, 1983), Ecuador (Utreras, 1983), and a cross-national study covering Mexico, Colombia, Peru, Chile and Argentina (Flora, 1983) continue the development of these themes, underlining and substantiating the earlier findings (see Gallagher, 1981, pp. 45-49).

In the Caribbean, from which only one study - from Jamaica - was included in the initial UNESCO survey (Gallagher, 1981, pp. 49-50), several important reports have subsequently appeared. Gordon (1981) concluded, from a sampling of eight regional newspapers, that women newsmakers were very few and were often subjected to highly sensational treatment; that the same sampling revealed demeaning use of women in advertising; and that imported films and magazines (almost exclusively from North America) were designed to play on sexual fantasies, often within a violent context. Cuthbert (1984) maintains that 'since 1975 the advertising image of women has had some positive changes' in the Caribbean. For example, more ads are said to focus on the family rather than on the 'glamorous woman'. But despite improvements, women in advertisements are still often seen as the household drudge or the sex object. Moreover, a very detailed study of television advertisements in Jamaica (Royale, 1981) concluded that these have not kept pace with changing social perceptions of women. Although 87% of the ads were directed at women, 82% of the 'voice-overs' were done by men. Women were shown primarily as sex objects (45% of all women portrayed) and also as housewives/mothers (25%); of the men portrayed in the ads, just 9% were shown as sex objects, and 14% as fathers. And so on: the findings support the main, by now well-known, criticisms of the use of women by the advertising industry.

In view of the very scant data on women and media questions until now available from the countries of Eastern Europe

(Gallagher, 1981, pp. 54-56 included only brief references to some loosely related studies from the U.S.S.R., Poland, Hungary and Yugoslavia), the recent interest of the Hungarian Mass Communication Research Centre in this issue is of particular importance. Since 1982 a series of studies has appeared, dealing with radio, television, advertising and the press. Hanak (1982) reports an analysis of all radio programmes broadcast during one week in December 1979. The overall proportion of professional women 'communicators' in the week's output was 34%. However, this fell as low as 24% for current affairs, political and news programmes; in programmes directed specifically at the female audience, the proportion of women communicators was 63%. Only in advertisements - and this is the first indication of difference from the general pattern of findings in other countries - was a 50-50 balance between male and female communicators found, although the majority of ads were directed at women, as they are elsewhere. Looking more closely at the roles played by the women who were to be heard (34% of the total), it was found that '10% played second fiddle to their male colleagues and only 14% carried out tasks of the same level as those of men'. Almost half (49%) of the programmes portrayed a 'traditional' image of women; 40% offered a 'realistically modern' image; 11% showed an 'idealized' image, presenting 'the distant future as present'. The study concludes that the 'hidden messages' about women can be determined not only from these numerical proportions, but also from the finding that women on radio tend to represent the 'small world' - i.e. private life - and men the 'large world' of public life. Finally, there was a tendency for the balance of male-female relations in the programmes to put women

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'in a position that makes their performance worse or one-sided from the very beginning' of a discussion or debate, a tendency which fosters an image of women as non-rational and emotional. Hanak (1984) reveals a similar set of patterns in television programming. In fact, there was a slightly lower proportion of professional female communicators in television (30% of the total in the week monitored) and the study concludes that, taking the overall findings, in television 'the balance swings in favour of men'.

Hoffman's (1984) analysis of commercial billboard advertisements displayed in Hungary between 1981 and 1983 confirms many findings from studies of advertising in other parts of the world. For example, the majority of ads were peopled by young women, whose sexual attractiveness was emphasized through situating them in subordinate positions (lying on beds, floors, grass, etc.): ' "the naked beauty" appears as the most important device of advertisements'. However, another technique was to show women, dressed in men's clothes, 'role-playing' traditionally masculine jobs: thus women appeared as soldiers, butchers, knights. The study concludes that this is an emergent marketing technique, depending on an attention-arousing mixture of female sexuality and masculine aggressiveness and embodied in a new type of 'Amazon' image. Földvári (1984) also deals with questions of sexuality, turning to the so-called 'medical advice' columns of popular magazines published in 1980. In fact, almost half (43%) of the items of advice covered some aspect of sexuality. Three-quarters of the advice-seekers were young women, the majority of them under 35 years of age. This, comments Földvári, reflects the conflicts experienced by women in trying to reconcile

traditional and modern perceptions of the female role. The study examines the function of such advice columns in transmitting values and norms, highlights inconsistencies in the messages they contain, and concludes that the expectation that these columns will disseminate 'modern' viewpoints is over-optimistic.

Turning finally to North America and Western Europe, since abundant research studies from these parts of the world have already documented a relatively full picture of media imagery in relation to women (Gallagher, 1981, pp. 37-45 and 50-54), only brief mention will be made of two longitudinal studies, of particular interest because of their conclusions about changing patterns. The first is a 30-year study of television images of one particular occupational category - nurses. Kalisch et al. (1983) analysed content, theme and plot in every U.S. television series and series pilot in which nurses figured, from the 1950s to the 1981-1982 season. It appears that little has altered in that time. Television has consistently failed to reflect the radical changes that have taken place in the nursing profession over the period, continuing to portray nurses in a limited number of stereotyped roles. One new stereotype has emerged, however: the sexually promiscuous nurse. This seems to be the 1970s version of the nurse's earlier role as chaste and nurturing listener-girlfriend. Apart from a change from cotton to synthetic uniforms, this is essentially the only change that nurses have undergone in 30 years of television programming. Robinson (1983), on the other hand, reaches a 'cautiously optimistic' conclusion in her analysis of women's lifestyles depicted in pre- and post-1970s Canadian and U.S. magazines. Women's magazines, as well as general news and 'elite'magazines, were included

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in the sample. Finding that the pre-1970 dictum 'marry and don't work' has been modified by a shift to greater acceptance of women's search for new roles outside the home, including greater work participation, Robinson also notes 'a concomitant reluctance to investigate how this equalization of work and other opportunities is to be practically achieved'. Commenting on persistent 'blind spots' in coverage - for example, abortion, day care, single living - she concludes that 'topics which raise real challenges about the restructuring of the patriarchal family set-up are generally left out'.

2. The News Focus

In terms of content, it is not simply what the media say, or how they say it, which bolsters stereotypical, limited and skewed perceptions of women. Equally important is what they do not say. An example can be drawn from a Washington Post editorial from January 1983. Entitled 'America's Dispossessed' it examines the plight of the unemployed. Starting with the question 'why can't these people find work?' it states that some U.S. workers who were driven to take menial jobs, which are usually the reserve of 'illegal immigrants and other fringe members of society', had given them up within a few days. The explanation: 'Low pay and harsh working conditions were part of the reason. But so was self-respect... Minimum level wages are now derided as "women's pay". Perhaps that attitude partly explains why women haven't been hit as hard by this recession as men have. But before you prescribe a steady diet of minimum wages for the unemployed, remember that ... a minimum wage worker clears less than $6,000 a year, far below the official poverty level for a family of four. Try providing food, clothing,

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housing and medical care for a family on that ... and you'll see why breadwinners can't settle for it' (quoted in Gallagher, 1985).

Ostensibly about unemployment, the editorial is actually about male unemployment. Reading it one could not guess that the unemployment rate for women in the United States is higher than that for men. Instead, one learns that women's lack of self-respect means they will accept low pay and harsh working conditions. This leads to the apparently value-based conclusion that 'women haven't been hit as hard by this recession as men have'. (In fact, a 1984 study by the Congressional Research Service shows that women-headed families have suffered most in the U.S. recession). The editorial equates 'breadwinners' with 'men', whose family responsibilities mean they 'can't settle' for the minimum wage. It ignores the fact that by the late 1970s 14% of all families in the U.S. were headed by women, and that about one third of such families were below the poverty level, compared with about one twentieth of male-headed families. The circumstances which lead to the different responses of women and men are not questioned, much less challenged. The editorial speaks from a perspective which casts women as 'fringe members' of a world in which their aspirations and, therefore their rewards, are 'naturally' subordinate to those of men.

Early research studies, in all parts of the world, documented the severe under-representation of women as both news gatekeepers and as news-makers. A good deal of recent research attention has centred on trying to explain this absence. Action projects - aimed at correcting the imbalance - have also begun. New studies

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by, for example, Kaiser (1984) in the Netherlands, Madhok (1984) in India, Gordon (1981) in the Caribbean, Penolidis (1984) across ten European countries, all confirm the universality of women' s exclusion from the 'important' world of news. The same phenomenon has been found in countries such as Sweden (Abrahamson et al. 1983), Norway (NRK, 1984) and Finland (Holopainen, 1984) often considered to be in the forefront on equality matters; the Hungarian studies (Hanák, 1982 and 1984) reveal a similar pattern. Various studies, for example Pingree and Hawkins (1978), Cuthbert (1981), have analysed the values which predominate in news selection showing how various factors - such as 'event-oriented' reporting, an emphasis on political and economic élites, the 'beat' structure in news gathering, (i.e. the assignment of reporters to cover institutions/organizations where news is deemed likely to occur), responsiveness to public visibility - result in general non-coverage of women.

The question arises as to whether an increase of women as gatekeepers would result in more, and different coverage. The answer, for the moment, must be 'not necessarily'. A myriad of factors - institutional, structural, social, professional - conspire to ensure that most media women, like most media men, will operate within an identical ideological paradigm. For example, after a screening of advertisements at J. Walter Thompson which showed women exclusively in traditional roles, on of the management men commented that many of the ads were written by women. A female Senior Vice President with the company reports: 'I answered that they weren't writing as women, they were writing as professionals. And they were working within a given strategy' (Bartos, 1982). Within the news context, Gaye Tuchman's 1978 study Making News gives a good account of many of these difficulties in U.S. newsrooms; in Norway, Skard (1984) shows the kinds of pressure which push the woman journalist to become 'one of the boys' in professional terms; and in Finland, Holopainen et al. (1984)

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reach the conclusion that a better balance of male and female journalists will not necessarily lead to greater equality in the newsroom.

Nevertheless, recent research has begun to suggest that, in certain circumstances, women do actually conceive of, organize and execute their work differently from men. For example, in a detailed study Jensen (1982) interviewed all women reporters and producers working in Danish television news in the autumn of 1980, and observed their work for a two-week period in early 1981. Although Jensen found that both male and female journalists contribute to a general mystification and abstraction - rather than clarification - of issues, she contends that there is a difference in their styles of presentation. She describes these styles as being based on different symbols. The male presentation style rests on the symbol of authority, showing a preference for studio-based desk reporting. The female presentation style, says Jensen, is based on the symbol of authenticity, showing a preference for on-the-spot reporting, with greater use of documentary material and interviews. She concludes that, although on a small scale, the women also 'turn their attention to viewpoints other than the traditional - in order to present the news in a more down-to-earth manner, and in order to cover issues which are more specific and closer to everyday life: this goes for conditions both at home and abroad'.

These conclusions are underlined by the women's own predispositions, expressed in the interviews with Jensen. For most of them, it seems, 'soft' news was synonymous with what they regarded as positive about their work, yet were often unable to report. Jensen grouped their self-reported work strategies into three clusters:

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1. To accept that women are best at covering certain areas, which if not covered by women will remain untouched;

2. Consciously to depart from the traditional pattern and go for new topics which have hitherto been closed country to women, in order to prove to themselves and other women that this is actually possible;

3. To aim at greater valuation for the topics traditionally covered by women and to fight for a redefinition of the other topics, to make them more representative of women's reality.

All three strategies speak to the conflict experienced by women working in the predominantly male environment of the media today. For as Jensen points out, the initiatives being taken by the women she studied were at the individual level, in the face of a system which made such initiatives both daunting and difficult.

The extent of this problem becomes even clearer in the light of the newly emerging experiences of all-women production companies, attempting to work in a collective fashion within established media structures. For example, Spindler-Brown (1984) describes the history of Broadside, a feminist group which was commissioned by the U.K.'s fourth television channel (Channel 4) to produce a series of 16 current affairs programmes, to be transmitted during 1983. Although the group began with the idea of developing co-operative, non-hierarchical production methods, industrial and trade union pressures - allied to economic factors - forced them into a 'traditional' production mould. Even so, the relative lack of structure led to clashes with the Channel 4 management, whose administrative routines demanded individual leadership. Although the programmes - which applied a distinct women's perspective to current affairs issues - were a critical and popular success, Broadside was not commissioned to produce another

current affairs series for Channel 4.

If radical, institutional change is exceptionally difficult, even benign modification of established practice in the media seems almost as distant as ever. A study entitled 'New Directions for News', sponsored by the Women's Studies Program and Policy Center of the George Washington University in the United States, made a comprehensive analysis of the reporting of six women's issues in the years 1978-1980. Ten of the most important U.S. daily newspapers were covered in the study, and one of the issues analysed was the World Conference of the UN Decade for Women, held in Copenhagen in July 1980. A great deal of criticism had been directed at press coverage of the Mexico City Conference five years earlier, where the principal complaints related to a preponderance of sensational and trivialized reporting. (For example, headlines such as 'Mum's the Word as the Big Yak-Yak Begins' - Sydney Morning Herald). These criticisms had largely arisen from incensed personal reaction, rather than from objective enquiry. Thus the 'New Directions for News' study was important in that it provided a solid data base, which might have been expected to show that the Copenhagen coverage did not, in fact, merit the criticism levelled at reporting of the earlier Conference. Its findings, however, indicated that - in the United States at least - the press neither regarded the Copenhagen Conference as newsworthy, nor provided balanced reporting of those aspects which did receive coverage. For example, the study revealed: 'spot news coverage which focused on conflict, even when the writers made an attempt to counter conflict with Conference accomplishments; spot news coverage which failed, in the main, to probe goals achieved in the meetings; headlines which accentuated conflict and distorted story content (East and Jurney,

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1983). Typical headlines included 'Conference Women Scuffle with Police' - New York Times; 'UN Women's Meeting Snarled in Politics' - Christian Science Monitor; 'Cacophony in Copenhagen' - Time. As the study points out, such so-called "fights" at conferences attended by men would be considered serious policy debates. 'Will attitudes of U.S. newspapers change as to what makes news?' the study asks in conclusion; its own answer is: 'It is to be hoped they will, because readers need sufficient information on such meetings as the UN World Conference for Women in order to understand and influence U.S. public policy, not only at home, but, as in this instance, as it relates to the entire world'.

3. The Transnational Focus

A recognition of the determining global processes at the heart of the relationship between women and communication systems underlies many recent studies which have attempted to move away from simple counts and content analyses towards more culturally based analyses. Much of the early work certainly tended 'to view and to analyse the subject of "women and the media" as an isolated and compartmentalized topic, as if the women/media relationship could be analysed and proposals for changing it could be formulated without reference to the totality of the social factors involved, namely the entire social system in which the relationship acquires its own particular features and its own dynamic' (Mattelart, 1981). The more recently developed global perspective has inevitably focused a good deal of attention on the role of women in transnational operations.

One focus of research has been the central part played by women in the marketing of transnational products. Women in the industrialized world have long been the

prime target for advertisers and marketers of consumer goods. A number of the studies cited earlier attest to the overwhelmingly high proportion of advertisements that are directed at women. But marketing strategies ae persistently adaptive, their protagonists self-styled 'duck hunters' who know that 'the way to hit a target is to aim at where it's going to be, not at where it's been' (Bartos, 1982). This leads to two types of adaptation. First, there is a continual redefining of the image of the consumer, to bring it into line with changing social values and practices. Studies such as those by Bartos (1982) in the United States, Hamilton et al. (1982) in the United Kingdom, or Courtney and Whipple (1983) in Canada, provide evidence for advertisers that consumers are ready for change. Second, there is the continuing expansion of markets through the search for new customers who can be reached by appeal to 'universal' imagery. As a typical example, in Kenya in 1983, advertisements for 'Clear-tone' - a skin cream produced by West German-based Nicholas Laboratories, one of the top ten advertising spenders in Kenya - were informing women that 'in London, Paris and New York, the beautiful people have one thing in common, a beautiful skin'. These cities constitute the 'fresh, young world of Clear-tone. Where beautiful skin is in'. To be 'in' and part of this 'world', the inference goes, buy Clear-tone (Gallagher, 1984c). Similar processes are documented in recent studies from heavily transnationalized societies such as the Philippines (Villariba, 1982) and Singapore (Chuan-Hua, 1980), while Indian research (for example, Amin 1981; Amin 1982; Amin and Pathak, 1983) indicates a growing concern with the same developments. An equivalent set of influences in many Latin American countries has already been brought to light in UNESCO's

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earlier review (Gallagher, 1981, pp. 46-47).

If the middle-class, literate woman in rapidly developing countries has been especially singled out as a vessel for change, the enormous mass of women - poor, illiterate - in less developed areas do not escape either: they too are vessels, and more clearly victims of changing patterns. There is probably no need to dwell on the disastrous effects of distorted advertising by transnational firms eager to 'off-load' products - powdered baby food, contraceptives - for which markets can no longer be found in the industrialized world. The cases are by now well known (see, for example, Mattelart, 1983, Medawar 1979). Less clearly recognized, and a point developed by Michèle Mattelart, are the implications of the advertising methods used by these firms. The marketing of their products depends at least partly on their being situated in and associated with a particular vision of progress, of modernization. In buying such things, the suggestion is, you buy a part of modern life; in other words, when you buy and use these products, you become connected with another - 'modern' - world. This approach promises modernization without providing the conditions on which 'modern' practices - such as the use of powdered baby food - are contingent: in this case, for example, access to fresh water and to hygienic equipment, knowledge of babies' nourishment needs, understanding of measurement principles, and so on. Its appeal to women rests on the creation of a world-view in which modernity becomes a value to which all women may and should aspire. It is an appeal whose philosophy is transparent in the advice given to businesses specializing in sale of foodstuffs, in a 1978 issue of Business International: "Aim your advertising at women, the main customers. Make the product

known, and develop a desire for the brand, without recourse to words - in regions where illiteracy is widespread a drawing or a brand symbol can be a great help. Try to give your products a Western look, a sign of social status in rapidly developing areas where ideas of modernization and Westernization are closely associated" (quoted in Mattelart, 1981, p. 54).

If studies of the nature and implications of transnational advertising have become one particular research focus in recent years, another has been the role of women in the international division of labour. It is significant that women account for almost 90% of the unskilled workforce in transnational electronics firms in Central and Latin America and in South East Asia, where the large, unorganized and poorly paid female labour force is highly vulnerable to exploitation (see, for example, Lim 1980; Ehrenreich and Fuentes 1981: Heyzer 1982; Michel 1983). Indicating the global nature of the forces and interests involved, recruitment of the young women - mainly from rural areas - uses methods strikingly similar to the strategies already described in the marketing of consumer goods. "Recruiting officers will glorify the ... working environment (complete with piped music, cool air-conditioning and dust-free shops) ... Associated benefits such as ... beauty-grooming classes, annual dinners, talent-time and beauty contests are always highlighted ... In addition, these young rural women are deliberately led to think that going to work in electronics factories in the city is also a means to gain Western culture and modern ideas". (From Struggling to Survive: Women Workers in Asia, quoted in Isis International Bulletin. No. 24, 1981, p.13). The reality of course is altogether different. It is remarkable

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that this entire phenomenon has been largely ignored by the media, both transnational and national. It has been left to the feminist press - for example, Spare Rib, Ms. Magazine, Isis - to lay bare and analyse the roots of the problem. A 1983 analysis of the 'mainstream' media found only one item on the subject, apparently motivated by the news that 'after years of being a nearly all-female preserve, Mexico's border assembly plants have begun to employ men' (Gallagher, 1984b).

The links between media and business interests are of course not difficult to establish, whether at national or transnational levels. Gordon's (1981) analysis of Caribbean newspapers condemns their lack of commitment to mirror social reality: 'Where were the stories about women involved in the rehabilitation of bananas in the Windward Islands, the processing of beef in Belize, fishing in St. Lucia, vegetable production in Antigua and tobacco production in St. Vincent? Whatever happened to the women fighting for consumer protection, their rights as tenants and against abuses at the foreign embassies?' Media denial of their existence, she concludes, 'may be an unconscious act or it could be that these women are not saleable products which would stimulate the advertising dollars'.

To the conclusions of analyses which attribute women's exclusion from news and other media to the application of male-determined priorities and values is thus added a further layer of explanations: the importance of the economic interests involved, and their relevance at all levels - national, international and transnational. In this context, the prospect of spontaneous media-generated change seems even more remote.

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4. Developing a Response: Media Alternatives

The context is universal. Women in the United Kingdom, for example, have been as frustrated by the exclusion of their concerns from the 'mainstream' media as have, say, women in Jamaica. Various responses have evolved over the past ten years, and three particular directions have been noted since 1980. The first is the expansion of the so-called 'alternative' media. The trend here has, however, been uneven. The past five years, for example, have witnessed the demise of some of the longest established feminist publications such as Effe from Italy and Courage from the Federal Republic of Germany. In Kenya, the excellent and often out-spoken Viva, under new editorship since August 1983, has become a totally different product. For example, with typical contents now covering 'cosmetic dentistry', 'the art of conversation', 'new ideas for your garden' and even 'confessions of a mistress: I was a fantasy in flesh' (January 1984 issue), the magazine is no longer recognizable as the journal which confronted 'the state of the world's children', 'the plight of Kericho's tea workers', 'the controversy about herpes', 'our ailing economy' or 'the Kenyan woman today' (all in the March 1983 issue). The change of direction has been largely determined by profit motives.

But at the same time, other publications survive - controlled entirely by women - whose future was very much in doubt at the time of their establishment. India's excellent Manushi is now more than six years old, and has been appearing regularly over all that time. Sri Lanka's Voice of Women, first published in 1980, has

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also survived despite some interruptions.

Inevitably, many new titles have come and gone in the past five years. But a development of particular interest has been the increasingly global orientation of a number of women's media initiatives. For example, Outwrite, a monthly women's newspaper which has been appearing regularly in the U.K. since 1982, aims to cover 'news and features on women's struggles and achievements internationally, to develop and campaign for an anti-racist and anti-imperialist feminism'. The January 1985 issue, for instance, has news about women in Peru, Bolivia, Lebanon, Nicaragua, Pakistan, Italy, as well as coverage of various minority groups in the United Kingdom. The long-running Spare Rib, following a radical policy change in 1982, now regularly devotes a large part of its coverage to minority groups and to women's struggles internationally.

A related response to the mainstream exclusion of women has been the further development of news and information networks. These include nationally based weekly news services such as Her Say in the United States, or Agence Femmes Information in France, whose primary aim is to uncover and circulate - to their own national media - news relating to women which is normally overlooked. Her Say, for instance, is subscribed to by women's magazines and newspapers, public radio stations, libraries, women's action groups, and other alternative news services and publications. But there is a growing number of regional and even international networks whose purpose is to disseminate information and news and to encourage direct links between women in different parts of the world. Wiser Links, established in 1983 in the U.K.,

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aims to work at the international level. Others work within a more regional framework: for example, the Unidad de Communicación Alternativa de la Mujer in Latin America; the Federation of African Media Women's Features Services and the more recently formed Association des Professionnelles Africaines de la Communication, both in Africa; the Caribbean Women's Features Syndicate; the Asian Women's Research and Action Network and the Depthnews Asian Women's Features Service; and the Pacific Women's Resource Bureau. A number of these have their origins in the UNESCO/UNFPA-funded women's features services (see Gallagher, 1981, pp. 145-155), having survived, albeit sometimes in a different form, the ending of international funding in 1983. These regional networks, often operating on minimal budgets and relying on a large amount of voluntary effort, are among the most exciting initiatives of recent years for the creation of alternative communication content. The Unidad de Comunicación Alternativa de la Mujer, for example, provides several related services. First, it has a clippings service (Mujer) which collects 'mainstream' newspaper material relating to women's issues and distributes them monthly. Second, it has women correspondents in twelve countries of Latin America who write articles each month dealing with some aspect of the situation of women in their respective countries; these articles are also reproduced in the 'Mujer' collection each month. Third, it produces special dossiers (Mujer Especial) of materials relating to a particular topic: for example, legislation, work, communications, violence, abortion. Fourth, it provides short case studies, in a series called Colección Comunicación Alternativa de la Mujer, of the experiences of women involved in the production of alternative magazines, radio programmes or other media material for

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women. So far, these have covered magazines such as Mulherio in Brazil, Maria, Liberación del Puebla in Mexico, Nueva Mujer in Ecuador, FEM in Mexico; radio programmes like Club Mencia in the Dominican Republic, La Barra de Mujeres and La Causa de las Mujeres from Mexico. Evidently, the entire output of services such as that of the Unidad de Comunicación Alternative de la Mujer constitutes a major bank of resource materials, and information designed to demonstrate that - in their work, their accomplishments and their needs, and not simply in numerical terms - women do indeed make up half of the world's population.

To this could be added the growth of women's publishing houses in many countries, not just in the industrialized countries but more recently in developing world regions too. For example, Butalia (1984) described the plans for the establishment of one such press, 'Kali' in India; Tshuma and Holmes (1984) outline the aims of a new women's list begun by the recently established Zimbabwe Publishing House. The necessity for women to control their own publication outlets is clear. Publishing has always been an extremely male-dominated industry (see, for example, Bargh et al. 1982; Cockburn, 1983). But the emergence of women's writings through new, women-controlled publishing houses and presses will certainly not provide a large-scale response to the widespread exclusion of women's opinion, ideas and concerns from the mass circulation media. Indeed Spender (1983) suggests that women's presses are developing at a time when - even in industrialized countries - print is being replaced as the primary form of communication, when general literacy levels are falling, and when new communication technologies are beginning to provide the real new centres of power

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(France, for example, has already launched its first computer-based women's magazine Elletel). Women's publishing houses, contends Spender, present no real threat to future male control of either jobs or mass-produced information and are currently being tolerated for that reason.

Nevertheless, in terms of infiltrating the much narrower world of academic-related research and knowledge - which has its own considerable influence on contemporary and future opinion and ideas - women's publishing outlets may be more successful. A large body of theory and analysis (see, for example, the essays collected in Bowles and Duelli Klein, 1983; Langland and Gove, 1981; Roberts, 1981; Spender, 1981b) has underlined the extent to which research topics, research policies, theoretical concepts and research methodology all display male preoccupations and predilections, and has drawn attention to the role of male gatekeepers in influencing what kinds of research get published. For example, Lent (1983), in compiling a bibliography on women and mass media in Asia, monitored long runs of over 1,000 periodicals on mass media or on Asia and searched hundreds of theses, dissertations, bibliographies, books and conference proceedings. The resulting list, although more extensive than any other previously available (synthesizing all literature relating to the topic found in Lent's twenty years of bibliographic work on Asian mas communications) contains just 122 items.

Clearly, since most academic researchers are very sensitive to professional pressure to get their work into print, they will tend to select topics which are likely to be seen as 'respectable' and 'acceptable' within established academic traditions. In relation to communication research, for instance, Wober (1984) points out that 'while the more "masculine" worlds of current affairs and adventure action inhabiting evening television

have been extensively studied ... the soap opera has been neglected until women have dignified it with detailed scientific attention'. At the same time, the greater readiness of women researchers to take up questions previously ignored by their male colleagues (a path, incidentally, which does not automatically lie in the direction of their professional interests: see Roberts, 1981) has resulted in a limited reorientation within the academic research field. It has become less unusual for new male-authored academic publications to refer to issues which, ten years ago, would not have found their way into published work. For example, Tunstall's (1983) study of British media contains short sections on the place of women in both content and employment. Nevertheless, it is still largely left to women themselves to enlarge the academic knowledge base, in precisely the same way that it will be left to them to expand the information and communication bases of the mass media.

5. Documenting Patterns of Employment for Women in the Communication Media.

The original UNESCO review commented that 'in contrast with the fast growing body of research from almost all parts of the world into the question of women's portrayal by the mass media, relatively little is known about the extent and nature of women's participation in the media industries' (Gallagher, 1981, p. 86). Five years later this statement is still largely true. Part III of this report has shown that exceedingly few statistics are available at official level. Moreover, research in this area has been extremely sparse - one of the main reasons almost certainly being the problem of gaining access to what most media organizations tend to regard as 'inside'

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information. To the data available to the earlier UNESCO survey, however, can be added details from studies in Sierra Leone (Anani, 1981), Niger (Keita, 1981), Jamaica (Cuthbert, 1981), Finland (Holopainen et al., 1984), Hungary (Angelusz et al., 1984), the Pacific region (Watanabe, 1984), as well as an exceptionally complete survey of nine countries within the European Economic Community (Gallagher, 1984a).

None of this recent information alters the general patterns of vertical and horizontal segregation of women in the communication workforces of all countries noted in the earlier UNESCO study. This observed that 'both in terms of overall numbers and of distribution across and within specific occupations, women media workers are at a distinct disadvantage when compared with their male counterparts' (Gallagher, 1981, p.87). In Sierra Leone, for example, women account for 11% of all employees in the Ministry of Information and Broadcasting; but 74% of these women are in low-level jobs as clerks, typists and programme assistants (Anani, 1981). Niger's television service employs just eight women: 5% of the total (Keita, 1981). Training is evidently a problem, and in both of these countries is given as one of the principal reasons for the low representation of women. Nevertheless, even when better training opportunities for women exist, they do not automatically result in an equalization of occupational distribution between women and men. Cuthbert (1981) reports that over 40% of people being trained by the broadcasting organizations in Jamaica are women, and that women comprise 79% of undergraduates following a degree in mass communication at the University of the West Indies. Nevertheless, women account for only 28% of television and radio staff 'and are usually very under-

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represented at senior and management levels'. Broadcasting in Finland has a higher than average proportion of women (40%), but again there are few in senior management (none of the 13 directors and just nine of the 58 department heads are women), while women account for 75% of office staff and 88% of television production assistants: these two categories, taken together, account for 48% of all women in Finnish broadcasting (Holopainen et al., 1984). Although a third of all journalists in Hungary are women, 'there are few women among the leading officials. 10% of the editors-in-chief and their deputies are women, 15% of the editors and other leading officials, and in addition women are appointed into these leading positions at an older age than men' (Angelusz et al., 1984). These patterns are, it seems, universal.

If these recently available data show no striking differences across the world in the employment distribution of women and men in media organizations, other information now exists to show that there is very little sign of change over time either. Gallagher (1984a) studied the progress of women and men recruits over approximately a ten year period (from the early 1970s until 1983), in 19 television organizations in Belgium, Denmark, France, Federal Republic of Germany, Ireland, Italy, the Netherlands and the United Kingdom. The first finding of note was that the proportion of women recruited to television was no higher in 1983 than it was in the early 1970s: women represented an average of 46% of all recruits as far back as 1972. Secondly, the sectoral distribution of women and men did not change noticeably over the ten year period: most women recruits to television a decade ago were appointed to low level administrative jobs (as they still are), and even at that time a small percentage

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of technical vacancies was filled by women (as in the early 1980s). Women were recruited to at least 3% of technical jobs as far back as 1972 (compared with 5% in 1984). Such increase as there may have been is not, therefore, dramatic nor is it uniform. In the Dutch broadcasting organization NOS, for example, 3% of technical vacancies were filled by women in 1974 although no 1982 appointments to the technical area were made among women.

In absolute terms and across all of the organizations studied, the average woman was at a disadvantage compared to the average man right from the date of recruitment. She was appointed to a lower-level job, in a lower salary band. Over time, this difference was actually increased (in organizations in Belgium, Denmark, France, Germany and Italy).

Although women, on average, made modest progress in their careers over the ten-year period, none (out of a total of over seven hundred) actually 'broke through' to the very top jobs in the way that the men did. For example, both of two women recruited to RAI in Italy as journalists (editors) in 1973 were still at the same level in 1984: but of three male journalist recruits (two trainees, one editor), one had become a chief editor and another the head of a service over the same period. Of the two most senior appointments to RTBF (Belgium) in 1976, one was a man and one a woman (both series editors); by 1984 the man had moved up to become a department head, but the woman remained in her original post. The highest ranking woman appointed by BRT (Belgium) in 1973 was still at the level to which she was recruited in 1984: but of thirteen men recruited at this level, nine had moved up to senior management jobs.

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The same study (Gallagher, 1984a) also looked at the position of women in senior management. Across 22 television organizations in the eight countries listed earlier, they acounted for only 6% of those in the top three grades of management in 1984. And there was little evidence that this was an increasing proportion. For example, there was no real sign of a younger generation of women making its way into top management. Fifteen of the organizations covered by the study provided information on the age distribution of their top management staff, and eight of these had senior managers under the age of 35. However, only three organizations (all in the United Kingdom: the BBC, and two of the ITV companies) had any top women managers in this age category. Moving higher up the age spectrum, every organization had senior managers aged under 45. But of those which had any women at all in top management, six (including French, German, Italian, Irish and British companies) had none under 45 years of age. In the Irish broadcasting organization, RTE, the only women in senior management were found in the age group 55 or above, although 80% of men in the top management grades were in younger age bands. Taking the total staff in each age group, in all except the highest men were about six times as likely as women to be in top management. Of staff aged 55 and over, men were about three times more likely than women to be in the senior management grades.

Data from the various new sources, therefore, confirm not only that the potential of women to influence policy or promote change in the communication media is currently negligible, but that it is likely to remain so, given existing media structures and patterns of employment.

6. The Focus on Positive Action

The United Nations Decade for Women has coincided with the introduction, in many countries and in all world regions, of a good deal of legislation aimed at eradicating various kinds of discrimination on grounds of sex. The optimism which accompanied the enactment of these legislative measures tended to be followed by a new realization of their very limited power. It soon became clear that laws against, for example, unequal pay and sex discrimination could have only a small effect on entrenched patterns of inequality which had consolidated over centuries. It was in this context that the principle of positive or affirmative action gained recognition as a necessary component of any constructive equal opportunities policy. With a growing awareness of the intractability of the equality problem, it was inevitable that the media of communication should come to be seen as critical components in the range of forces which had a role to play. In spite of this recognition, however, as Part III of this report has indicated, very few national media systems have so far adopted positive or affirmative action policies.

The history of positive or affirmative initiatives in relation to the communication media goes back furthest in the United States, Canada and Sweden, and the broad outlines of policy development there - at least in its early stages - were described in the earlier UNESCO review. More recently, policies have been developed in the Australian Broadcasting Corporation as well as in a number of European media organizations.

The Swedish Broadcasting Corporation has carried out

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a major review of its equality project, which started in 1976 and was formally adopted as company policy in 1979. This evaluation (Sveriges Radio Equality Working Group, 1984) indicates an exceptionally high level of acceptance of the project objectives within the organization: for example, of 69 suggested measures put forward by the original working party - covering attitudes, employment, salaries, training, personnel development, work organization, working conditions, family policy and programme policy - 55 had already been fully implemented or transferred to regular managerial routines or were in the process of implementation. The Swedish experience thus remains an exceedingly rich, and it seems relatively successful, case in this field.

In Canada too, the CBC has apparently achieved a certain amount since the establishment of its Office of Equal Opportunity in 1975 (see CBC 1983 and CBC 1984 for recent reports). Nonetheless, CBC's initial decision to adopt an 'affirmative but non-coercive' policy was judged, by the end of 1983, to have achieved no changes of a very far-reaching nature. At this point it was decided to adopt a 'mandatory affirmative action' policy, beginning in 1984. CBC managers were to be required to establish numerical goals and timetables for the hiring, training and promotion of women; moreover, these managers were to be held accountable and their performance on reaching these objectives was to be judged on a regular and systematic basis. This programme, however, which would have come closer to the orientation of affirmative action programmes in the United States, has not yet been implemented. The Office of Equal Opportunity, in a period of across-the-board staff cuts within the CBC, has been reduced over the years from five to one staff member and has neither the human nor the financial resources to proceed with the mandatory policy optimistically proclaimed in 1983.

The CBC experience is echoed in a number of national media organizations in Europe, where acceptance of positive action has come much later. Gallagher (1984a), studying initiatives in nine European countries, described in detail various policy developments in Ireland (RTE), the Netherlands (NOS) and the United Kingdom (the BBC and several ITV companies, including Thames Television and Channel 4). She concluded that in a number of the organizations studied 'equal opportunity' appeared to be regarded as a rather vague objective, which could not be expected to 'materialize' until the economic crisis eased or until trades unions were 'ready' to discuss its implications. In some cases, promises undertaken had - in the light of changing economic and political circumstances - been put aside or even withdrawn. Finally, concludes Gallagher, it is the <u>will</u> to act which matters most. Many of those interviewed during the project felt strongly that this was notably lacking at the senior levels of the organizations. Management were said to be 'grudging and ungenerous' in their responses to internal enquiries into the situation of women employees; to be 'dragging their heels' over decisions on the implementation of proposals; to be 'lamentably low-key' in their discussions with line managers; even to be 'hiding behind' a formally stated commitment to an equal opportunities policy. Assessing the situation in mid-1984 and bearing in mind that discussions about equal opportunity for women had been in progress in a number of these organizations for up to ten years, it was clear that the most frequently experienced emotion - among activists who had been working for policy implementation - was

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one of exhaustion.

7. The Will to Change: Politics, Structure and Ideology

The years 1980-1985 were not, apparently, characterized by any radical change in the communication media in relation to women's portrayal and participation. Perhaps the most important change - if it can be seen as such - has been in women themselves: in their growing understanding of the interests and influences working to maintain dominant media presentations and patterns, and in their increasing search for alternative media strategies and channels which have some hope - however slight - of under-cutting the status quo.

Five years ago analyses of these problems tended to stress the importance of structural change - in both the communication media themselves and in society as a whole - as a prerequisite to real change for women. Now, although the importance of structure is still clear, it seems that the strength of ideology itself was perhaps underestimated. It has been normal to suppose, for example that in societies undergoing revolutionary socio-structural change, genuine equality between the sexes can be more easily guaranteed. Experience suggests that this conclusion is becoming less and less obvious.

In her study of women in Cuba, Cole (1981) concludes that, despite their 'revolution within the revolution' Cuban women still face serious problems in their status due to 'the tenacity of prejudices' towards them. Eisen (1984), reviewing images of women in the 'revolutionary culture' of Vietnam, comments 'it is difficult to conclude confidently which themes are really dominant in Vietnamese

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media - the woman defying traditional roles that oppress her or the woman embracing those roles. It would seem revolutionary themes predominate, but they often incorporate patriarchical assumptions about women. Also, the affirmation of woman fulfilling her role exclusively as mother is frequent enough to pose serious questions'. McAndrew and Peers (1981) describe recent attempts in the Soviet Union to induce men to assume more domestic responsibilities. But they comment ' these are couched in terms unlikely to encourage a genuinely egalitarian mentality. Involving men in housework, it is argued, "gives the woman time for rest and development, helps prevent her turning from a princess into a Cinderella, from a dove into a hen" (Trud, 23.10.76.). Given the strength of the command of ideological resources by the Soviet state, the level of publicity given to equalization of the domestic environment would suggest very much less than a whole-hearted commitment'. This, and related themes in relation to patriarchical ideology in the Soviet Union, are further explored in, for example, Hansson and Liden, 1984; Mamonova, 1984.

But perhaps the most important lesson in the role of ideology comes from recent developments in the People's Republic of China. Examining the effects of a media consciousness-raising campaign aimed at rural women in China in the 1970s Croll (1979) argued
'that it is the ideological constraints, as opposed to the structural constraints, which are identified as primarily inhibiting the redefinition of 'the role and status of women'. She concluded that the emphasis placed on communication in China reflected a quite central belief that ideology has its own power to determine the base. Yet just a few years later, that base was being subjected

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to quite new determining influences. Commenting on the growth of advertising in China, Croll (1983) finds that 'the posters of the model worker have been replaced by new posters portraying women as consumers in the company of washing machines, cooking pots, watches, television and toothpaste or cosmetics'. Remarking that the Women's Federation of Beijing objected to the developments and had taken the matter up at ministerial level, Croll nevertheless reports that the women 'were not optimistic about their chances of success given that the advertisements were intimately bound up with the larger and growing commercial interests and connections with the West'.

Naturally, these findings apply even more to those societies in which sexual equality has not been historically related to political and economic development. For example, studies such as those of Fisher, Gandy and Janus (1981) tell the same story for the United States (in relation to popular media images of women and national health policy), while Spender (1984) documents a politico-historical process in which British women's achievements during the 1920s were subsequently buried by the ideal of domesticity. The implications of such processes are almost overwhelming. But their repetition, Dale Spender suggests, is by no means inevitable.

> 'Rather than feeling depleted by this discovery of the similarities with women of the 1920s, I have come to see this as yet another reason for ending male dominance. I have come to be even more impressed with the necessity and urgency for women to be in charge of our own knowledge, to produce our own versions of what happens and why - and to ensure

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that the next generation is familiar with our story, as well as the 'official' one. This is a political priority for women'.
Time and Tide Wait for No Man. 1984. p. 27

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UNESCO'S PROGRAMME FOR WOMEN AND MEDIA

Unesco's action programmes on women and media started long before the first World Conference of International Women's Year held in Mexico in 1975. As early as 1964, a Unesco Pilot Project in Senegal which continued for five years set up professional training courses for both men and women in television techniques and programming and, in particular, used television for the social education of women who were organized in tele-clubs for group viewing throughout the city of Dakar.

But it was the Plan of Action adopted by the World Conference which acted as a world-wide catalyst, leading to increased activities in the media as well as other spheres. The World Plan of Action recognized the potential of the media in promoting social and attitudinal changes, in accelerating women's participation in society and in encouraging their equal integration in development. It particularly emphasized that women should be employed in greater numbers in decision-making, professional and creative capacities within media organizations. The Media Workshop for Journalists and Broadcasters organized by Unesco in Mexico following the World Conference formulated a series of recommendations to media and non-governmental organizations, professional communicators, governments and intergovernmental bodies for the more effective use of media and the increased participation of women as media professionals. The workshop led to the creation of regional networks for the production and dissemination of news concerning women known as the Unesco Features Service. This significant development in news coverage started with financing from the UN Fund for Population Activities. It began with a Latin American Feature under contract with the

Inter-Press Service. This was followed by the Caribbean Women's Feature Syndicate set up under contract between Unesco and the Christian Action for Development in the Caribbean. In 1979, the Depth News Women Feature Service was created for Asia under contract with the Press Foundation of Asia. Services for Africa and the Arab States followed, the ultimate goal being a world-wide network to increase the flow of news and information on women to help remove prejudices and stereotypes reflected in the mass media and thus to speed up women's full equality with men.

One of the major activities of Unesco in the field of women and media is the organization of a series of regional seminars devoted to women and media decision-making. These seminars are the result of the priority recommendation of an international UN/Unesco Seminar on Women and Media which was held at UN headquarters in 1980. The participants, all media professionals, stressed that the fundamental aim of these seminars should be to sensitize high-level media managers to the implication for society of the neglect of women, both as audience members and media personnel. What they were looking for was a commitment of decision-makers to more sensitive media policies which they hoped would be followed by national seminars to lay down action guidelines. It should be noted that the participants emphasized that the struggle to overcome problems concerning women and the media do not concern women alone. They concern the society as a whole. Therefore, it is imperative for women AND men to engage in common endeavour leading to a genuine democratization of the media and of the society of which they are part.

The first seminar on women and media decision-making took place in Jamaica in 1981 for the Caribbean region organized by the Caribbean Institute of Mass Communication. Later that year, the second regional seminar took place in Malaysia organized

for Asia by the Asia-Pacific Institute for Broadcasting Development. A third seminar, for Latin America, was held in Mexico in March 1982 while a fourth took place in Fiji for the Pacific region at the end of 1982 organized by the Extension Services of the University of the South Pacific. The fifth was held in 1983 in Tunis for the Arab States, organized by the Union Nationale des Femmes de Tunisie. This was the first time the subject was discussed by participants, both men and women, of the Arab States under the auspices of an international organization. The sixth seminar was held in Warsaw, organized by the International Organization of Journalists (IOJ) in October 1984. It marked the first time that participants from all over Europe - North and South, East and West including North America - discussed women and media on such a wide basis. The seventh and last in this series was held for the African region of the Subsahara in February 1985, organized in Addis Ababa by the African Training and Research Centre for Women, Economic Commission for Africa. All of the seminars made pleas for intensified training of women media professionals particularly in the non-traditional areas such as management, the technical aspects of television, video, radio, audio-visual, satellite communication and print media. Particular attention was to be paid to training in electronic field production techniques so that programmes for national development would involve women's concerns as equal partners in society. This was reiterated in specific recommendations concerning women in the media formulated at the recent Meeting of Experts on Co-operation among Regional Communication Training Institutions (Unesco, Paris, 19-22 April 1983). In the next biennium, Unesco is planning to finance such courses in the leading regional communication training institutions throughout the world. Many other important recommendations and proposals for action on women and the media were promulgated during an Expert Group Meeting in Vienna in 1981 on Women and the Media convened by the Advancement of Women Branch of the Centre for Social Development and Humanitarian Affairs (CSDHA)

of the UN Department of International Economic and Social Affairs and in which Unesco played an active role.

Unesco has also assisted numerous national and inter-regional seminars in Puerto Rico, Panama, the Dominican Republic, Malaysia and the United States and financed, in particular, the participation of women from developing countries. In addition, a training course on the cultural content of television programmes aimed at women was held during 1981 in collaboration with the Centre for Studies relating to Science and Technology of Information (CESTI) of the University of Dakar and assembled women media professionals from six French-speaking African countries who not only discussed theoretical problems but also did practical exercises which resulted in a videotape production.

On the research side, Unesco has published two global reports and a book on the image and role of women in the media: "The Portrayal and Participation of Women in the Media" by Margaret Gallagher of the Institute of Educational Technology, the Open University, United Kingdom; "Mass Media: the Image, Role and Social Conditions of Women" by Mieke Ceulemans and Guido Fauconnier of the Catholic University of Leuven and the book "Unequal Opportunities: the Case of Women and Media" by Margaret Gallagher. Other studies have been published from Canada, Jamaica, Japan and Senegal on the impact of cultural (media) industries on the socio-cultural behaviour of women which were discussed in Helsinki at an expert meeting organized by Unesco and the Finnish National Commission (1979). In addition, a publication entitled "Women in the Media" which included an enquiry on participation of women in radio, television and film in four countries: Australia, Canada, United Kingdom and the United States was issued by Unesco in 1980.

The Communication sector of Unesco is endeavouring to carry out

as many recommendations as possible emanating both from its own regional meetings and international expert groups on women and the media. It also promotes and encourages non-governmental organizations having status with Unesco to make their own unique contribution in this field.

A recent project submission by Unesco to the Swedish International Development Authority (SIDA) may lead to considerable extra-budgetary funding for the women and media programme. In addition, Unesco is submitting a regional three-year project to the March 1985 Governing Council meeting of the International Programme for the Development of Communication (IPDC) for communication training and career development for women in Africa. If approved, this will be the very first IPDC project devoted exclusively to women.

APPENDIX II

RECOMMENDATIONS OF THE INTERNATIONAL SEMINAR 'WOMEN AND THE MEDIA' New York, U.S.A. 20-23 May, 1980

Developing grass roots media

Given the dangers inherent in the dependence on foreign programming, which is seen as impeding national efforts to create programming and disseminate information appropriate to the need of the majority of the population, it is recommended that every effort be made to encourage local production of programmes which are relevant to the national effort, including the passage of enabling legislation where appropriate. Where programmes are imported, community-based organizations should develop an analytical and critical attitude toward such materials in terms of their relevance to national goals and values.

Given that large groups in developing countries who are most in need of information are often denied it for reasons of illiteracy or unfamiliarity with the dominant and/or official national language; and also given that no genuine development can take place without the education and participation of these groups who may even be majorities, national media resources should be redirected with the aim of investing in and enhancing: (a) materials and programmes in the national and local languages that best promote the role and help raise the status of women; (b) traditional media such as theatre, folk art, song and story telling; and (c) organization and education for communication, by making available to social groups at the grass roots level, knowledge and technology to reflect their needs and concerns.

In this connexion, workshops need to be organized for local level media personnel in order to create an awareness of equality and other social issues and further to link these media personnel with sources that can continue to inform and sustain these interests.

UNESCO should lead the initiative to collect and disseminate information about materials made by independent producers which are not given wide distribution through commercial channels.

Advertising

National legislation and administrative regulations should be established to evaluate the relation between prevailing advertising values and the real needs of the majority of the population. Action in this field should take particular account of women, adolescents and children.

Research should be undertaken to consider alternative ways to finance media in order to reduce present excessive dependence on advertising. Among others, the following should be considered:

(1) Non-governmental independent public funding; financing by organized social groups such as trade unions, political parties, social movements, universities and others; special taxes on advertising, international pressure and lobbying groups.

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(2) To request UNESCO, in collaboration with the United Nations, to convene a seminar on the role and impact of advertising on society in order to address the financial, cultural, political and social problems posed by contemporary advertising and to suggest an international year for the study of advertising.

Legislation

It is recommended that national Governments examine all existing constitutional and legal instruments that have a bearing on women's status in the media, both as workers and consumers. Such provisions and laws as relate to equal pay, sex discrimination in employment and promotion, maternity and paternity leave, child care arrangements, safe and hygienic working conditions, sexual harassment, and anti-pornography regulations must be critically reviewed by an expert committee and legislation or administrative orders introduced where any lacunae are found. Pressure should be brought on employers to implement these laws.

Where protective legislation such as that which relates to night work operates to the detriment of women employees, such laws should be re-examined and reformulated so as not to discriminate against women.

Training courses

Training courses for professional media women should be organized by UNESCO at regional and national levels to promote programmes focusing on the problems and participation of women in development.

UNESCO should, at the earliest possible point in the second part of the Decade, convene a series of regional seminars with high-level media managers to bring to their attention the considerable body of research carried out in recent years which highlights the extent and nature of women's disadvantaged condition in every sphere of life, and to focus particularly on the neglect by the media of these issues.

The fundamental aim of the seminars would be to sensitize media leaders to the implications for society of this neglect of women, both as audience members and media personnel. The regional seminars which would seek the commitment of decision-makers to more sensitive media policies should be followed up by national seminars which would attempt to lay down action guidelines.

Important discussion points would be:

(a) Re-evaluation of current media portrayal of both men and women with a view to breaking down stereotypes which fail to reflect the actual conditions of both sexes.

(b) Re-examination of prevailing news values in the media which accord women low priority and marginalize them and their concerns.

(c) Review of recruitment, training and promotion policies with a view to correcting existing discrimination, with particular reference to in-service skills

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training to open up job opportunities for women at higher levels and in non-traditional sectors.

(d) Commitment to minimum quotas for women's employment within the media, such quotas to be reviewed and raised from time to time till parity in employment is reached.

(e) Provision of parental leave, on-site child care facilities, and transportation (where this is a problem) so as to ensure equal opportunities for work.

(f) Initiation of studies on the situation in certain regions where sexual discrimination is maintained and reinforced in spite of over-all socio-economic development, resulting in millions of women being by-passed in national and international communications systems. Such studies should be undertaken primarily by groups of women living in these regions.

In view of the very large audiences for entertainment programmes, special attention should be paid to this aspect of media output in international seminars and in research.

In order to increase a cadre of committed and aware communicators with expertise on women and social issues, it is necessary to institute a range of fellowships for media personnel at all levels, but particularly at the junior and middle levels. These fellowships should offer opportunities to media workers to work on special projects with - or observe - investigators in research institutions dealing with women's issues. Additionally, they could enable people to undertake in-country travel (and also in certain cases promote exchange of experience between countries of a region and among regions) with the aim of providing exposure to prevailing social conditions in rural areas and to study organizational and individual efforts to effect social change.

Awards

Action should be taken to incorporate values concerning the equality of men and women among the criteria for international awards.

Action should also be taken to establish special awards for outstanding contributions by media personnel which serve the advancement of women in society.

Satellites

Relevant women's organizations, professional bodies and unions should be represented at the decision-making level when discussions are held with reference to utilization of satellites and allocation of frequencies, eg., the 1983 ITU Conference on short-range frequency allotment.

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Research

Since the messages of the media are among the most influential normative models in society and function as forces that shape patterns of cultural behaviour, it is of vital importance to investigate and document this process.

Even though some aspects of women and media have been well documented, the very undertaking of research sharpens awareness of issues in this field, and media organizations should be encouraged to participate in and use research on a continuing basis.

Continuing research should be carried out on women's functions and role in the media both as creators and consumers. It is also important to study the content of media output in terms of norms and values relating to the image of woman and man, and to place emphasis on action-oriented research.

Special support should be given to studies in under-researched geographical regions.

An International Women's Informational and Communication Network: a contribution to the debate on women and the New International Information Order

The Seminar felt that, considering the limited progress made since the Mexico Conference of 1975, the programme of action from the Mid-Decade World Conference in Copenhagen should receive real and concrete support from the United Nations system, for the remaining five years of the Decade for women.

The Seminar equally felt that the participation of women in the system should be increased. Wider responsibility, proportional to that of men, should be given to the women working in the United Nations.

New communication and news media networks should be established nationally, regionally and world-wide (1) to create additional sources of information, analysis and perspectives that seek to transform the media and contribute to the transformation of society in general; (2) to monitor the information and presentations about women in the existing media; (3) to train and develop women's media skills as part of democratizing the existing media by giving women more access to communication with other women through these media; and (4) to give a political voice to the powerless in the effort to bring structural change.

The Seminar also recommended* the initiation of a study on the feasibility of an International Specialized Women's Multi-Media Centre, together with regional and national media centres for media training, providing technical training in all aspects of design and production, and in all media including electronic media. These centres would also serve liaison and clearinghouse purposes, including the

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* The results of a vote taken on this recommendation: 14 for, 2 against, 2 abstentions, with 5 absent.

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task of disseminating studies and information material on women. They should moreover be extended to women's non-governmental organizations to enable them to set up new media networks such as newspapers, magazines, films, tapes, cassettes. The more extensive use of folk media (for example, songs, dances and dramas) should also be encouraged. Training courses in all aspects of the media should be extended to women media professionals of the third world in order to reduce their dependency and to allow these media personnel to assist in more effective communication with the majority of women, so as to ensure their full involvement and participation in national development.

The Seminar stressed the importance of alternative media as a means of drawing attention to the problems and roles of women. It deplored, however, the insensitivity of the present information systems to women's participation and responsibility, and to their values, perception and realities, and considered that existing alternative networks for the circulation of news and views on issues of concern to women, men and society, such as the UNESCO/UNFPA-supported Features Services on Women and Population should be strengthened. To this end, new sources of funding should be sought, in particular from WHO, FAO, ILO, UNICEF, UNIDO and all other United Nations agencies involved in women's development. Such alternative networks should encourage the participation of women, and be primarily controlled by women.

Recommendations concerning problems of the United Nations family

The United Nations and its specialized agencies should, in substantive activities to support the development of communication systems and in their public information activities, give greater coverage to women's issues, and in particular those of the most disadvantaged groups among them.

In order to ensure greater access to and understanding of development opportunities for women, a special communication component should be written into all projects for women's development. Further, every development project should be utilized to further information/education/communication (IEC) efforts to reach disadvantaged women with information on their basic rights, such as education, maternal and child care, employment, and particularly information on all alternatives and research on family planning and its economic and social implications.

The United Nations International Research and Training Institute for the Advancement of Women should be asked (a) to formulate guidelines for, and to assist in, undertaking research studies on women and media to ensure comparability of data at the international level, and (b) to set up a system for a regular exchange of reports among research institutions, and for distribution of research findings to media policy makers, managers and practitioners.

Minimum quotas for women on internationally assisted training courses should be introduced.

Information on the kinds of technical and financial assistance that the United Nations and specialized agencies can provide for activities in the field of women and the media should be given wider publicity.

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The United Nations existing programmes on women, e.g., DPI's weekly radio programmes, should be continued and more material on women's issues should be included in their regular publications, films, tapes, etc.

UNESCO, in its substantive activities to support the development of communication systems should pay greater attention to the need to promote the participation of women in the communication process.

In addition, endorsement was given to the proposals made in relation to dissemination of information and experience at the international and regional levels in the draft Programme of Action for the Second Half of the United Nations Decade for Women (A/CONF.94/22).

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APPENDIX III

RECOMMENDATIONS OF THE REGIONAL SEMINAR

'WOMEN AND MEDIA DECISION-MAKING IN THE CARIBBEAN'

Kingston, Jamaica, 28-30 September 1981

PORTRAYAL AND PARTICIPATION OF WOMEN IN THE MEDIA

Challenge for Action to Media Workers

This seminar urges women at all levels of the media to acknowledge the positive role that they have played and to be confident of their ability to effect change.

Within the limitations of organizational structures, all participants of this seminar should regard themselves as agents within a network to promote the objectives of advancement for women in the media.

Pledge of Support

This Seminar pledges its support of the Caribbean Broadcasting Union in any positive efforts made towards the development and exchange of local and regional programmes especially those which reflect the participation of Caribbean women in the developmental programmes of the region.

A. To UNESCO

In view of the fact that UNESCO has an extensive communications programme throughout the Caribbean, dialogue should be established between the Steering Committee appointed by this seminar and the UNESCO Regional Office in the Caribbean to discuss the following:

1. Support for the formation of a Caribbean association of men and women in media.

2. Development by WAND of the Women and Development Unit. Module for use in CARIMAC and Communicarib programmes.

3. Procedures for applications for scholarships, fellowships, etc., for Caribbean women to pursue long and short-term technical courses at the above institutions.

4. The elimination of sexist language in its publications.

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5. Assistance in the evaluation of Caribbean Women's Features Syndicate (CWFS), and continued support for the preparation and dissemination of material aimed at presenting a positive image of women through the media.

6. The acceleration of training for women, especially in non-traditional job areas in the media. While recognizing the value of training offered by developed countries, efforts should be made to take advantage of existing training institutions in the region and in other developing countries and to devise additional training courses. Courses offered by developed countries should be considered on the basis of content relevance and with due regard to the use of appropriate technology.

7. Support and possible financing of national/regional seminars dealing with the integration of media women in development.

8. Strengthening the organization of the Caribbean Broadcasting Union (CBU) in respect of its programmes and training for Women in Development.

B. To Media Organizations

1. The seminar recommends that Regional and National Organizations be guided by the following criteria in the preparation of materials for the media:

(a) More authentic representation of women's participation in all spheres of Caribbean life.

(b) More active involvement of women in serious discussions, news commentaries and voiceovers in commercials and documentaries.

(c) Representative reporting on the contributions of women to community and national life.

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(d) Less emphasis on physical attributes in reporting on women.

(e) Removal of sexism in language, e.g. newscaster instead of newsman; anchorperson instead of anchorman; weather forecaster instead of weatherman.

(f) Using female talent of all ages, as is the practice with male talent.

(g) Widening the scope of women's pages beyond the traditional coverage of domestic functions and working towards their integration into the regular columns of the newspapers.

(h) Stressing partnership of both sexes in the home and in the workplace.

(i) Annual awards for the most positive and citations of the most negative advertising portrayal of women.

(j) Ethical standards in media reporting and advertising as they relate to women.

2. The regional media organizations such as the Caribbean Broadcasting Union, the Caribbean Publishers and Broadcasters Association, the Caribbean Press Council and the CARICOM Information Ministers Meeting should be approached by the Steering Committee appointed by this seminar to seek invitations to their next meeting in order to make formal presentation of the issues concerning women and the media identified by this seminar.

3. In conjunction with educational institutions, both formal and informal, media organizations should undertake programmes to inform and educate young women about the variety of occupational opportunities within the media, especially in those areas which have been traditionally held by men.

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4. Subjective biases in the interviewing process should be eliminated. Management training courses should be designed to sensitize managers about fair employment practices in relation to women.

5. The acceleration of training for women, especially in non-traditional job areas in the media. While recognizing the value of training offered by developed countries, efforts should be made to take advantage of existing training institutions in the region and in other developing countries and to devise additional training courses. Courses offered by developed countries should be considered on the basis of content relevance and with due regard to the use of appropriate technology.

6. Media organizations should institute in-service training in supervisory, technical and management skills on an on-going basis to prepare women in particular for promotion and advancement within the organization.

7. In the selection process, equal opportunities should be given to women and men to receive the benefits of scholarships, fellowships, research grants, etc.

8. Notwithstanding the terms and conditions which might be embodied in labour contracts, media houses should ensure that personnel policies include a periodic evaluation system so that promotion is effected on the basis of merit.

9. Where the limitations of organizational structures frustrate mobility, media houses should seek to widen career opportunities for women and men and, where necessary, create special projects which could utilize their experience and skills.

10. Media organizations should provide the opportunities for training for women who work as secretaries, clerks, production assistants, operators, etc. to enable them to develop other creative and professional skills for advancement within the organization.

11. Media organizations have a responsibility to ensure that the working environment of media workers is humane and there should be positive improvements in such areas as :

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(a) Health care.

(b) Pension schemes:

(c) Safety and security.

(d) Lightweight, portable equipment.

(e) Provision of day care facilities.

(f) Provision of canteen facilities and well equipped restrooms.

12. The composition of Media Boards in both public and private sector organizations should:

(a) Include a fair representation of women.

(b) Include persons sensitive to media issues and the problems of media workers.

13. Following the criteria outlined in B.1 above, every medium in each territory should have a screening process for viewing audio visual material, particularly foreign material to ensure that it is not at variance with women's stated desire to have more positive and participatory roles projected. Women should be fully represented on such screening committess.

14. In view of the fact that the Caribbean media are urban-oriented and recognizing that the importance of the rural woman in national development is often overlooked, special attention should be given to the access and participation of rural women in the media. The seminar recommends that:

(a) the importance of radio in rural development and its potential to develop and re-order non-formal education be recognized;

(b) the use of radio as a means of offering learning continuity to women, particularly in their attempts to acquire marketable skills should be expanded;

(c) Governments should ensure that national development projects include a communication component for rural women.

C. To Women in Media and Associations of Media Workers

1. Due to inequalities and anomalies of salaries and allowances as between men and women in the media, between media workers associations and between levels, of professionals in the media, media workers associations, with assistance from professional research and training institutions such as CARIMAC and national statistical units, should collect information in relation to salaries and anomalies to form the basis for arriving at a scale of remuneration applicable to all job categories.

D. To the University of the West Indies

1. The University of the West Indies, particularly through CARIMAC, should undertake to commission, following areas:

(a) attitudinal research both among media workers and consumers towards the protrayal and treatment of women in the media;

(b) the effect of media messages on women and children;

(c) how the media can assist in solving problems in women's lives, family relationships and the socialization of children;

(d) the present state of legislation relating to information, communication and advertising in the Caribbean;

(e) in collaboration with organizations of media workers, research into salary anomalies, as indicated in C.1 above.

2. The University of the West Indies, through WAND, should provide support for the working of the Steering Committee.

3. The seminar endorses the inclusion of material on Women in Development issues, such as the module being prepared by WAND, in the training programmes for media workers at CARIMAC and Communicarib.

E. To Governments

1. Considering that women entering the job market, including the media, are at a disadvantage in exercising career options because often the educational system as structured does not provide instruction for women in non-traditional areas, e.g. technical subjects, there is a definite need for schools to encourage and provide guidance for young women to receive the technical training to equip them for a wider job market.

2. Subjective biases in the interviewing process should be eliminated. Management training courses should be designed to sensitize managers about fair employment practices in relation to women.

3. The acceleration of training for women, especially in non-traditional job areas in the media. While recognizing the value of training offered by developed countries, efforts should be made to take advantage of existing training institutions in the region and in other developing countries and to devise additional training courses. Courses offered by developed countries should be considered on the basis of content relevance and with due regard to the use of appropriate technology.

4. Support and possible financing of national/regional seminars dealing with the integration of media women in development.

5. Governments should ensure the representation of women at the decision-making levels of the major regional organizations such as the Caribbean Development Bank (CBD), CARICOM, Caribbean Centre for Administration Development (CARICAD), Caribbean Agricultural Research and Development Institute (CARDI), and the Caribbean Institute of Mass Communication (CARIMAC).

6. The composition of Media Boards in both public and private sector organizations should:

(a) include a fair representation of women; and
(b) include persons sensitive to media issues and the problems of media workers.

7. Ministers of Information in the region should recognize the disproportionate percentage of media

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budgets devoted to foreign material and should move promptly to encourage the production of local material by:

(a) introducing tax incentives to encourage production of local material;

(b) collaborating in the development and exchange of regional products.

8. Governments are encouraged to ensure that women are represented in the formulation of communication policy.

9. Government's attention is directed to the need for revision and harmonization of legislation dealing with the communications media, advertising, copyright and cinematography as they affect the portrayal of women.

10. Governments through their relevant agencies such as Broadcasting Councils, Information Ministries, Women's Bureaux, Cinematographic Authorities, etc., should:

(a) monitor the style and content of advertising with reference to the portrayal of women;

(b) take appropriate action to ensure that this portrayal is positive.

11. This seminar recognizes and endorses the work being done by WAND in shaping the content of CXC and Primary Education curricula to ensure that the contribution of women to the development of the region is adequately represented. Governments are urged to support the continuity and expansion of this work.

12. Governments should support and strengthen the information components of Women's Desks/Bureaux, to ensure the widest dissemination of relevant information to all women.

F. To Women's Organizations

1. Women's organizations should collaborate with women in the media and Women's Desks/Bureaux to generate debate and effect change at national and regiona levels on the status and image of women.

2. Women's organizations, including consumers' organizations, should monitor and lobby advertising agencies to reflect a positive presentation of women.

3. Rural women and the media. In view of the fact that the Caribbean media are urban-oriented and recognizing that the importance of the rural woman in national development is often overlooked, special attention should be given to the access and participation of rural women in the media.

RECOMMENDATIONS OF THE REGIONAL SEMINAR

'CAREER DEVELOPMENT OF WOMEN IN MEDIA'

Kuala Lumpur, Malaysia, 24-27 November 1981

A. RECRUITMENT OF WOMEN IN BROADCASTING

General

This seminar has noted with great concern that women are not represented in sufficient numbers in mass media organizations, particularly at higher levels.

Portrayal of women by the broadcast media is dependent on the people within media organizations who conceive, create, produce and approve them. Since broadcasting in the Asia-Pacific region is, at the moment, dominated by men, it is their ideas, attitudes and feelings which ultimately determine how women appear and perform in the broadcasting. It is therefore essential that more women enter broadcast media to change the attitude of society towards them.

To Governments and Broadcasting Organizations

1. In conjunction with educational and voluntary organizations, the broadcasting organizations should undertake to inform and educate women about the variety of occupational opportunities available in media, especially in the non-traditional sectors. Since there are relatively few women working in media at present, chances of getting promoted to higher ranks are also limited. In order to rectify this, acceleration of training for women, especially in non-traditional areas, should be promoted.

2. Periodic management sessions should be organized to increase the awareness of media decision-makers to questions related to the increased recruitment and advancement of women professionals.

3. Vocational guidance should be inserted into secondary and higher education curricula, to encourage the interest of young women in technical courses as a preparation for future employment in the media.

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4. In order to give due place to women in mass media, the composition of media boards and selection committees in both public and private sectors should have a fiar representation of women.

5. Technical training authorities should be encouraged to increase the entry of women into technical colleges, as it is recognized that there is not a sufficient numberof women in the technical areas.

6. More women should be recruited to enter all jobs in the news and information areas.

7. In order to rectify existing anomalies, advertisements for all posts should be so worded as to encourage applicants of both sexes.

8. Temporary positions should be advertised within 3 months of the vacancy arising, and selections should be made on the basis of an applicant's suitablity to a post, without sex discrimination.

B. TRAINING OF WOMEN IN BROADCASTING

General

This seminar recognizes the need for technical and production training, specific measures to upgrade and improve women's programmes and special management training for women. All are important contributive elements in enabling the broadcasting of programmes so vital to ensure the integration of women in the development of the region.

Further, the traditional and cultural behaviour patterns in a region where women may be reluctant to talk in the presence of men, or where males are not allowed to trespass in certain "women-only" areas, render women's contributions even more valuable.

To UNESCO

9. There should be continuing support and financing of regional seminars and training

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ccurses dealing with the recruitment, training and advancement of women to decision-making management positions in the media.

10. Encouragement should be given to the organization of national seminars and workshops in developing countries, concerning the socio-economic and cultural role of media women in development.

11. Support should be given to strengthening existing regional training institutions in their efforts to devise training courses for women, particularly in non-traditional technical spheres of the media.

12. In order for women media professionals to study planning, production and areas of management, fellowships, study tours and attachments to other broadcasting organizations should be provided.

13. Considering the lack of mobility for some women to attend training courses out of their own centres, UNESCO should facilitate the development of self-teach and programmed instruction packages on various operational skills in broadcasting.

14. In statistical surveys requested from governments, UNESCO should include comparative figures on the number of women employed in media organizations to observe any progress made from lower to middle and upper levels of production and management positions.

To Governments

15. Scholarships to mass communications departments in universities and colleges should be offered to deserving women candidates. Where such departments do not already exist governments should endeavour to support their establishment.

16. The inclusion of a maximum proportion of women should be ensured in the selection of candidates for training courses both within the country and abroad.

17. Women should be enabled to participate in planning for communication satellite

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usage. Women's attendance at planned AIBD seminars on Satellite Communication, (Ahmedabad, December 1982) and Copyright and Satellite Convention (Kuala Lumpur, November 1982) is a strongly recommended.

18. Comparative figures on the number of women employed in media organizations should be included in statistical surveys, in order to observe any progress made by women from lower to middle and upper levels of production and management positions. See Recommendation No. 6 to Unesco.

19. The allocation of adequate funds should be ensured for training purposes for women in media.

20. The nomination of women to all types of training courses should be encouraged so that the level of participation on AIBD courses reaches 30% overall as swiftly as possible.

To AIBD and Broadcast Organizations

21. The Seminar emphasized the need for action on the Recommendation No. 3A of the Women and Media Seminar 1980 (AIBD): namely that the appointment be made of a woman media consultant. In addition to the responsibilities enumerated, training, monitoring, research and programme support for women should also be included.

22. Women's participation in all types of training should be monitored. Attempts should be made to reach a minimum level of participation of 30% overall.

23. Participation of women in management training should be actively encouraged and monitored with the aim of significant increase in the percentage of women participants.

24. Management training programmes run by AIBD and inhouse by other media organizations should include a component on career development for women in media and the positive portrayal of women.

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25. A programme to train field extension workers to produce development programmes in their local communities, using appropriate video and audio technology and facilities, should be initiated.

26. [illegible] media personnel should be given tech[illegible] training in electronic [illegible]ring, film and radio techniques.

2[illegible] courses for women media personnel for [illegible] development, such as the recent TV-V[illegible]urnalists' Course, should be conti[illegible]ed [illegible] regular basis. Similar courses shoul[illegible] initiated at sub-regional and in-count[illegible]s.

[illegible]. The provision of specific sub-regional training in production techniques for developme[illegible] programmes, including women's pro[illegible]mes in radio and TV, should be [illegible].

2[illegible]me existing and projected training p[illegible]ammes other than those specifically d[illegible]gned for women, such as for audience research, news and current affairs, population communication, non-formal education and rural literacy (particularly in radio), should always include an emphasis on issues of concern to women.

To Broadcasting Organizations

30. Broadcasting organizations should provide the opportunities for training for women who work as secretaries, clerks, production assistants, floor managers, operators etc. to enable them to develop other creative and professional skills for advancement within the organizations.

31. Provision should be made for fellowships, study tours and attachments for women media professionals to other broadcasting organizations so that they may study planning, production and management techniques (see Recommendations to Unesco).

...

32. The nomination of women on all types of training courses should be encouraged so that the level of participation on AIBD courses reaches 30% overall as swiftly as possible (see Recommendations to Governments).

To Profession Associations

33. Professional associations should make available, and lend assistance to regional and national training bodies by providing organizers or contributors to seminars and training courses.

34. Scholarships should be provided for members of professional associations, including a fair proportion of women, for training in both national and regional mass communication institutions.

35. Resource materials emphasizing women's role in development should be augmented and made available for the use of students.

C. ADVANCEMENT OF WOMEN IN BROADCASTING

General

Women are poorly represented at the decision-making levels in the radio and television organizations of the entire Asia-Pacific region. Ironically, although top managements pay lip service to the concept that more women should hold responsible positions in the media, in fact adequate opportunities have not been provided for women. Positive steps, therefore, need to be taken to remedy this highly undesirable situation by providing advancement opportunities to women in the media.

To Governments and Broadcasting Organizations

36. Personnel policies of all radio and television organizations, whether in the public or private sector, should state that there should be no overt or covert discrimination against women employees' advancement,and such advancement should be encouraged, to rectify the existing imbalance between sexes.

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To Broadcasting Organizations

37. Top management should express its commitment to career development for women employees.

38. There should be a special career development policy for all women media employees.

39. Written, detailed job descriptions and job specifications should be prepared in non-discriminatory language for all jobs including managerial and supervisory positions. Vacancies, particularly for managerial and supervisory positions, should be widely advertised in like manner.

40. Women employees should be given career development counselling by their supervisors, the personnel staff, and specialized outside counsellors.

41. Discussions on inter-personal relationships should be arranged for men and women employees to assist them to work more effectively together.

42. Management should undertake scientific human resources forecasting and draw up managerial succession and replacement programmes, so that capable women employees may be developed for further openings.

43. A comprehensive performance appraisal programme should be introduced on the basis of which career inventories of women employees with potential could be drawn up. Such women employees can then be earmarked for managerial positions, and be developed through job rotation, assignments on committees and task forces, participation in seminars and conferences, and participation in management development courses.

44. Selections to supervisory and managerial positions should be made on the basis of merit cum seniority and not on the basis of seniority cum merit, so that women employees, some of whom are late entrants or re-entrants to the service, may have an equal chance of selection.

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45. In view of the persistent gap between professed and actual practice of top managements with regard to career development and advancement of women in the media, there should be women members on the highest policy-making bodies of all broadcasting organizations, to ensure that the steps listed above are actually implemented.

46. In addition, at least one equal opportunity officer, at a relatively senior level, should be appointed in each radio and television organization to channel professional concerns of women employees, and to bring to the notice of higher management any infringement of the above-mentioned policies.

To Broadcasting Professional Organizations

47. Associations of Women in Media should be created as required, and women employees in the media of the region should become members. All these organizations should be affiliated with a regional organization. These associations should create awareness in the women media employees of their rights, and service as catalysts of their advancement.

C: WORKING CONDITIONS OF WOMEN IN BROADCASTING

To Governments

48. The ILO Maternity Protection Convention should be ratified by all governments, and implemented as soon as possible.

49. The ILO Convention on equal pay for work of equal value should also be ratified by all governments and implemented as soon as possible.

To Governments and Broadcasting Organizations

50. Serious consideration should be given to instituting "flexible time" in broadcasting organizations, to enable working women to carry out more effectively their working and family responsibilities.

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51. Women should be accorded the same social benefits as men in broadcasting organizations in the region wherever that is not already being done.

52. Studies and reviews should be made in broadcasting organizations to ensure that there is equal pay for work of equal value between women and men.

53. Broadcasting organizations should establish child care centres in the proximity of the work place to cater to children of employees.

54. Broadcasting organizations should, as a condition of employment, provide accommodation, including hostels,physical amenities, and transportation during irregular working hours.

55. Since many women broadcasters have not had opportunities to study in the field of mass communications, leave time should be granted to allow them to take formal training courses.

56. Broadcasting organizations should acquire, where possible, lighter and more compact broadcast equipment to better enable women to be engaged in all phases of production and technical operations.

RECOMMENDATIONS OF THE REGIONAL SEMINAR

'ALTERNATIVE COMMUNICATION BY WOMEN IN LATIN AMERICA'

Mexico City, 9-11 March 1982

Research

The seminar suggested that:

- An analysis should be made of the state of women's organizations and feminist organizations in Latin America in order to assess the degree of involvement by Latin American women in the international movement for women's liberation.

- Research should be carried out at the national and regional level for the purpose of drawing up and keeping up to date a register of the experiments in alternative communication by women in Latin America.

- The possible openings for alternative communication by women within the traditional communication media should be identified.

- Those involved (journalists, communicators, etc.) in the production of material for alternative communication by women should be identified. It was suggested that a register of women journalists in Latin America should be drawn up and kept up to date, in association with FELAP (Federación Latinoamericana de Periodistas), to provide information on the media in which they work and their special fields of interest.

- Research should be encouraged in order to discover forms of expression in alternative communication by women which would be appropriate to the different social and cultural backgrounds; such forms should be based on the daily life of these different sections of society.

- Research should be directed towards finding alternative channels for the distribution of the material contained in alternative

...

communication by women. it was suggested in this connection that this should involve co-operation with women's organizations and feminist organizations.

- Possibilities should be explored of raising finance from sources other than advertising, since not only are there considerable contradictions between advertising material and the content of alternative communication, but advertising also presents a particularly harmful image of women.

- Research should be undertaken on the kind of advertising which is acceptable for alternative communication by women, as it is not easy to dispense with advertising, given the existing organization of the communication media in Latin America.

- Research should be encouraged in Latin America on the general topic of women and communication.

- An attempt should be made, through an examination of the relevant symbols and of the subjective and temporal experience of women, to explain the enjoyment which many women derive from some of the dominant forms of communication.*

- Scientific research should be undertaken on the subject of subjective responses and the unconscious structure of the personality in order to explain in what way and at what levels the dominant patterns of communication act on women's unconscious.*

The production and distribution of material

The seminar gave its approval to:

- The production and distribution of "dossiers" on alternative communication

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* The object of these investigations would be to explain how to respond in an unalienated way to these deep structures of the unconscious.

by women, which would contain information on and evaluate current activities in this field. The dossiers should be written in simple language so that they can be read and analysed by grass-roots women's organizations.

- The preparation by ILET of a book containing information on all the activities in the field of alternative communication by women which were mentioned at the seminar, with a view to the practical application of the theoretical and practical results of the seminar.

- The continued operation of the press cuttings service "Mujer" by ILET's Unit for Alternative Communication, in order to provide informational support and encourage exchanges and contacts between the various activities.

The seminar also proposed that:

- Dossiers should be prepared that contain a critical evaluation of programmes and articles on women which have appeared in the media.

- Research dossiers should be prepared that study specific questions relating to women; they could be distributed to women's organizations and feminist organizations, research institutions, alternative and traditional communication media, universities and governmental and non-governmental organizations.

- An attempt should be made to establish a centralized photographic library to serve the alternative communication media involving women. Particular reference was made to the importance of graphic material and to the non-availability of material of this kind which is needed for alternative communication.

- Means should be found of "translating" into everyday language the material on the status of women which is produced by the United Nations, research institutions, universities, governmental and non-governmental organizations, seminars,

...

etc., in order to make it more accessible to a wider public.

- Means should be found of bringing the results of research, meetings, etc., to the attention of the mass media and of presenting them in a journalistic and artistic form which will make them accessible to a large public. This would help to narrow the gap which exists between the awareness of a small minority and the awareness of society as a whole with regard to the situation of women.

- Ways and means should be found of extending the scope and influence of the information used in alternative communication by women. (Information networks, reproduction systems, selected data systems, distribution channels, etc.).

- The objectives, proceedings and conclusions of the seminar should be reported through the media and by the appropriate organizations.

The exchange of information and the establishment of information networks

The participants emphasized the importance of establishing and developing information networks as an effective means of extending the efforts now being made on an isolated basis, as well as the need to strengthen these experiments and to establish them as recognized areas of activity in the communication media both at the national level and throughout the continent.

In furtherance of these objectives, the following measures were decided upon:

- To begin exchanging material (articles, reports, illustrations, photographs, cassettes, etc.), as part of a general pattern of exchanges with a view to:

  promoting the establishment of bilateral and multilateral links between the different experiments;

...

facilitating the reproduction of articles (with identification of sources) between the different experiments;

making available special material on a particular country or subject.

- To publicize their existing activities to one another, through the use of publicity spots or radio broadcasts, in order to obtain subscriptions which will gradually give the activities a wider international dimension.

- By using the networks which already exist (ISIS, OIM) and any others which may be established in the future, as well as the women's alternative communication media, in order to promote campaigns on particular topics every three months covering the whole continent. For the first campaign the topic chosen was "Alternative Communication by Women".

- By promoting campaigns on particular topics, not only through the information networks and the media, but also through workshops, study groups, seminars and meetings organized with the help of women's associations at the grass-roots level.

- By broadening the activities of the existing Oficina Informativa de la Mujer (OIM) with a view to establishing an information service on women covering the whole of Latin America. Particular importance was attached to the following requirements:

that this service should in time be able to meet its own financial requirements and obtain additional funds;

that the information should also be made available as a special service, separate from the regular information provided by the Inter Press Service, in order to make it more accessible to other media;

that the participation should be encouraged of women who would be prepared to write material over a period of time without receiving payment;

...

that the alternative media, which do not have sufficient financial resources to benefit from this service,should be able to gain access to it without charge.

Education and Organization for Communication

It was suggested that women's organizations and feminist organizations should take a special interest in the subject of communications:

(a) by adopting a critical attitude to the media, which nowadays present a distorted picture of women and ecourage life-styles and patterns of consumption which are alien to the life which most Latin American women lead today;

(b) by creating forms of communication and information which provide alternatives to the dominant model of communication, as a means of democratizing communication and accelerating changes in the situation of women.

It was suggested that the image of women presented by communication media should be analysed, within the school system in general and in the schools of journalism and communication in particular, and that the status of women and the place of sexual discrimination in culture should be studied, with a view to creating awareness on the part of communication professionals.

In order to meet these needs it was suggested that:

- seminars, workshops and courses should be organized in order to create among young people and future communication professionals a greater understanding of the situation of women;

- workshops would be organized by grass-roots women's groups in order to create awareness and encourage thinking and practical action in the field of alternative communication by women;

- workshops should be organized in order to discuss and study forms of female cultural expression which will liberate women's creative potential;

...

- national groups should be organized in association with new or existing activities in order to make an annual evaluation of the way women are treated in the communications media.

The Organization of Meetings

The participants agreed on the importance of holding a Latin American seminar once a year in order to evaluate the progress of work in the field of Alternative Communication by Women.

- It was suggested that a second meeting on Alternative Communication by Women should be held in Ecuador in 1983. It was further suggested that this event should be organized by ILET and the Ecuadorian periodical Nueva Mujer.

- A Latin American Conference on Alternative Communication by Women should be convened in 1984.

- The organization of local and national meetings on Alternative Communication by Women will be encouraged.

- Meetings with journalists and communicators will be organized in order to explain the objectives and conclusions of the Seminar and to discuss alternative communication by women.

RECOMMENDATIONS OF THE SUB-REGIONAL SEMINAR

'MEDIA TRAINING AND WOMEN IN DECISION-MAKING'

Fiji, 1-4 December 1982

A. CULTURAL INFLUENCES IN THE MEDIA

To Governments and Media Organizations

In order to allow women to participate in development, media organizations should further promote their involvement in all programmes related to nation-building. It is often the practice at present to limit women's involvement to programmes relating only to women.

Programmes and articles should be produced for women's participation particularly aimed at attitudinal changes or whatever is considered beneficial within the community.

Serious consideration should be given to the organization of "Listening and Reading Groups" to encourage feedback for programmes and articles of interest to both men and women.

In order to promote better understanding in the region, more programmes and articles about other cultures in the Pacific should be produced and exchanged.

To Women's Groups

Utilizing existing systems and establishments, members of women's groups and women media personnel should be encouraged to exchange news and information about women's issues and development both nationally and regionally.

To UNESCO, Governments, Media Organizations and Women's Groups

Alternative ways of communication should be considered and implemented to include vernacular languages and cultural values.

...

To Aids and Other Regional Training Institutions

The image of Pacific women in the media should be studied and action programmes formulated.

B. CAREER OPPORTUNITIES FOR WOMEN IN THE MEDIA AND THE USE OF NEW TECHNOLOGY

To Unesco and Other Inter-Governmental Organizations

Taking into consideration the variety of situations, a study should be commissioned to find out the true conditions of women in the media, in order to assess the situation and especially to identify any problem areas. This study would deal with such topics as: maternity leave, salaries, fringe benefits, recruitment etc.

To Governments

National governments should recognize the importance of media and communication in the development of these countries and make journalism training a priority in these budgets and in their development planning.

Journalism should be introduced into the secondary school curriculum.

To Asia-Pacific Institute of Broadcasting Development and Other Training Institutions

There should be an emphasis in journalism training on language development: English, French, the vernaculars - whichever is most appropriate.

Regional and national workshops should be organized for training senior level media personnel in management skills, such as finance and cost analysis and personnel development and these workshops should utilize trainers who are not only qualified in the right fields, but also knowledgeable about the cultural and social conditions of the region and, if possible, Pacific Islanders should be used as trainers.

...

To Media Organizations

Media organizations should pay more attention to the quality and organization of in-service training.

Senior level personnel, both women and men, should receive additional training in managerial skills.

There should be no discrimination against women in recruitment, training, assessment (evaluation) or promotion.

Training, especially for women, should be organized to substitute for inadequacies in certain areas such as: communication skills, managerial skills and especially technical skills, and emphasis should be placed on training applied to appropriate and small format equipment such as video and appropriate satellite communication technologies.

To Women's Organizations

All efforts should be made to assist in the establishment of a Pacific Women's Media Association, in order to help women of the region use the media to communicate among themselves and to share their experiences.

To the Pacific Islands News Association

An effort should be made to encourage women to join PINA and institutional members should be encouraged to include women among their representatives at PINA conferences.

APPENDIX VII

RECOMMENDATIONS OF THE REGIONAL SEMINAR

'PORTRAYAL AND PARTICIPATION OF WOMEN IN THE MEDIA OF THE ARAB STATES'

Tunis, Tunisia, 4-6 October 1983

The Portrayal of Women

1. Action to ensure that the Arab information agencies cease to present women as a means of seduction, paying more attention instead to their qualities as human and civilized beings and also to their role in overall development.

2. Unification of the ideas and theories underlying the portrayal of women in the media, and the spread of a clear and complete image based on increased participation by women in the building of society and in the opposition to foreign cultural invasion.

3. An end to the presentation of unfavorable models in Arab and foreign programmes, serials and films which distort the image of women; the careful choice and the submission for critical examination of anything published and circulated by the Arab media.

4. Encouragement of joint creative Arab production, and promotion of constructive programmes which show Arab women as agents of development.

5. Modification of school curricula and textbooks so as to discard the unhelpful images which establish discrimination between sexes.

6. Encouragement of research in the field with a view to rectifying information concerning women and getting to know their opinions, wishes and needs, and promotion of research services within the Arab media.

...

7. Highlighting the active role of Arab women in opposing Zionist plans of aggression, colonization and expansion in Palestine and in the occupied Arab territories, and also their participation in the campaign for construction and liberation.

The Participation of Women

1. The training of information professionals in the drafting, preparation, production and finalization of the various information materials, and in research.

2. Offering information professionals the opportunity of obtaining grants, of studying and of attending training courses in national, regional and international institutions.

3. Requesting international organizations to translate their documents on women and distribute them to the Arab information agencies.

4. The creation of data banks to collect everything concerned with the portrayal of women and their participation in the various Arab media.

5. Requesting Arab news agencies to provide information on the development of the situation of women in the Arab world and to publish and exchange articles on this subject, in co-ordination with women's organizations.

6. Involving women in the committees that plan news programmes and the committees responsible for monitoring and follow-up.

7. Offering women the opportunity of occupying responsible positions in the news agencies.

8. Keeping women who have emigrated in touch with their homeland through inter-Arab symposia and meetings and through the media which broadcast information outside the Arab world.

9. Requesting ALECSO to establish a prize to encourage the production of information materials and information research on the problems of women in the Arab world.

10. Requesting the Arab States to ratify Convention No. 5 (1976) of the Arab Labour Organization on the protection of women working in the Arab world and to encourage the Arab media to publicize what the Convention states.

11. The creation of a Commission composed of women attending the present symposium, in order to monitor the implementation of the symposium's recommendations in their countries.

APPENDIX VIII

RECOMMENDATIONS OF THE REGIONAL SEMINAR 'WOMEN AND MEDIA'

Warsaw, Poland, 2-5 October 1984

A. EMPLOYMENT

I. BASIC PRINCIPLES

Improvement of working and living conditions of women employed in mass media should be actively supported together with assurance of equal pay for equal jobs and in the case of equal qualifications, give them equal chances of advancement to top management posts, provide conditions for professional training and improve their qualifications.

To Governments

Governments should be requested to foster implementation of their existing legislation concerning equality between men and women and take measures, where necessary, to strengthen such provisions.

Both boys and girls should benefit from equal opportunities for vocational training in their early schooling to ensure their equal access to technological positions in the media.

To UNESCO

Unesco should strengthen its programme promoting the access of women to top management posts in media organizations.

To Media Organizations and Trade Unions

Media management and media unions should be requested to give full and proper priority to equality issues in their joint discussions.

Concerning the employment of women in media organizations, women and men should be equally and fairly represented according to the economically active population of individual countries.

...

At the same time, the segregation of female and male labour, where it exists, has to be broken down. In all functions at all levels in media organizations the ratio between women and men should be somewhere between 40% and 60%. In this process priority must be given to the breakthrough of women in traditionally male occupations, such as the following:

- executive management functions

- technical functions

- high level functions in programme-making departments.

In order to work at the above objectives, a positive action plan should be designed. This positive action plan should contain measures in the following fields:

- Recruitment and selection

- Career development

- Educational/training facilities

- Labour conditions

Social and economic infrastructures allowing for child-care centres and parental leave and benefits should be established to enable women working in the media to fully participate in their professional lives.

II. SPECIFICS

To Unesco

Unesco should encourage applications from an increased number of women trainees from developing countries within the framework of Unesco and IPDC projects.

To UNESCO, Governments and Non-Governmental Organizations

The above should organize and encourage training courses and seminars for women

...

journalists from both developed and, especially, developing countries according to their specific social and professional needs.

To Media Organizations

All media organizations should re-assess their training programmes, particularly in relation to women, and in the light of rapid development in new technology which means that, in the future, more than one skill may be required for any given job. There should also be consideration of technical familiarization courses for women who wish to enter non-traditional job areas and who have previously been unable to acquire the necessary scientific qualifications.

In their actions accelerating transformations in the social consciousness and position of women, journalists should pay particular attention to the problems of rural areas because this milieu has less access to new ideas. Therefore, in order to be more effective in this domain, journalists should be specially trained in the problems of the rural population The mass media should support the activities of social organizations, including co-operatives, rural women's clubs and community groups whose aims and goals accelerate change and a raising of social consciousness.

It is recognized that women often do not apply for certain positions, particularly senior jobs and those in non-traditional areas. It is recognized also that, as a result of lack of clear recruitment policies, women feel unable to consider the options open to them. Some women do not expect to succeed in the selection process in any organization that historically has segregated occupations or has few women in senior positions. Media organizations should therefore ensure that:

(a) Job advertisements should encourage applications from suitable candidates of either sex; both by the wording of the advertisements and by placing them in publications which will reach both sexes.

...

(b) All advertising materials and accompanying literature should be constantly reviewed to ensure they avoid presenting men and women in stereotyped roles.

(c) It also essential that job specifications be constantly reviewed due to changing technology. The necessary / relevant qualifications, particularly in engineering grades, must be constantly reviewed.

(d) Job advertisements should carry neutral titles indicating that they are open to both men and women.

(e) In addition, secretaries should be given opportunities to enter junior/middle management jobs and production/continuity assistants in radio and television should be given opportunities and encouraged to progress to more senior grades in production and technical areas.

To Media Organizations and Trade Unions

It is recognized that in craft grades of many television organizations there is segregation (for example, make-up artists who are usually all female in television are paid less than scene painters who are mostly men).

Media organizations and unions should examine carefully the criteria for all grades of jobs to ensure that the concept of equal pay for work of equal value is observed.

To Professional Organizations, Women's Groups and Media Trade Unions

Job banks or employment clearing houses should be created where job vacancies may be listed in each of the participant's local

...

areas or countries. Professional organizations, media unions and committees should maintain job files, making them accessible to students and potential female employees. These files should include job vacancies which represent promotion to higher levels of responsibility and management positions where available. Lists should be made available on a regular basis to newspapers, magazines and other publications, to media workers and employee recruiters.

To Senior Media Managers

A document should be developed and distributed to personnel officers and chief executive officers that would commit them to the support of goals of equality for women in media in the following specific ways:

(a) A commitment to include in their consideration at least one or two women for every vacancy that should occur.

(b) A commitment to include at least one or two women for consideration in all management position vacancies.

(c) A commitment to include at least one or two women in all opportunities for upward mobility to the next higher level.

To Media Authorities and Organizations

Special documents should be produced as career guides for students and others seeking careers in the field of mass media, including female employees who desire promotion to management or other levels.

Although such information should apply to basic employment needs, documents (booklets or other materials) should include descriptions and explanations that apply to specific needs of various countries, employment conditions and job requirements. Such documents should be made available to all participants at the European Seminar on Women and Media.

...

To Media Practitioners

Efforts should be made to inform female audiences about all professions in the media - technical, administrative, journalistic - and give examples of women working in media in order to attract young women to these professions.

B. IMAGE OF WOMEN

I. BASIC PRINCIPLES

To National and Local Media Organizations

Attention should be given to the development of policies and procedures to ensure that media content relfects the increasing participation of women in social, economic, political and cultural life. Media images should contribute to a recognition of the joint responsibilities of women and men in promoting mutual understanding and co-operation among nations, at home and within the family.

II. SPECIFICS

To National and Local Media Organizations

Activities should be organized so that programme-makers and journalists are aware of the need for improvement in the portrayal of women in the media and should explore alternative approaches to media content. Among other things, media organizations should:

(a) take measures in order to protect the physical, psychological and emotional integrity of women from sexist presentation;

(b) organize symposia or seminars with programme-makers and journalists where, with the help of experts and consultants, examples of good and bad imagery can be demonstrated, analysed and discussed;

...

(c) organize workshops at which programme-makers and/or journalists can work together to produce pilot experimental materials which attempt to convey a more realistic image of women. These materials could be used in later sensitization sessions with other programme-makers.

Programme-makers, journalists, editors and management should ensure that news and current affairs programmes take full account of women's perspectives on world events by including - in daily or regular editorial meetings - a consideration of means by which such a perspective might be identified and reflected. The attention of media organizations is drawn to existing experience professed by organizations in various European countries.

To Regional Broadcasting Unions

It is recognized that progress and improvements in the image of women in the media are slow. To encourage programme-makers in this field, regional broadcasting organizations (such as the EBU)should consider an annual award for the most positive image of women's portrayal in any area of programming.

C. RESEARCH ON WOMEN AND MEDIA

To Research Institutions and Their Funding Bodies

Although there is abundant research on the issue of women and media, it covers only some regions of the world, mainly the most developed countries, and much of it gives only general information about women's position and portrayal in the mass media.

Therefore, research institutions and their funding bodies should overcome these shortcomings by:

(a) undertaking research on the issues in those countries where such research is still rare or non-existent;

(b) helping other research institutions, especially in less developed countries, to organize, carry out and improve such research;

...

(c) promoting and executing international comparative research projects based on a common methodological approach and similar research instruments;

(d) improving the theoretical base of research by going beyond simple statistics on employment or portrayal of women in the mass media since - although there is still a need for such research - even more reliable and in-depth enquiries are needed into the promotion criteria (for both sexes), on personnel recruitment in the mass media, and on the processes of individual and collective career development in the mass media, taking into consideration social and economic conditions in different countries;

(e) researching the portrayal of women in the media in order to widen and deepen its analysis, allowing for comparison of female and male portrayals in the media. Research should be promoted on the human and social values which underlie these media portrayals;

(f) developing several areas of study which have thus far been almost totally neglected. Studies are needed on:

(i) women audiences for national and local media and the <u>total</u> (female and male) audiences for the women's media, since men actually form a substantial group within these audiences;

(ii) the use which women make of different mass media, including the new media of communication (cable television, video, <u>etc</u>.) in relation to women's needs and wants;

(iii) contribution of the women's media to national cultures.

...

(g) increasing substantially the significant and practical value of research by exploring and introducing new conceptual frameworks for research on the impact and effects of media portrayal. Tnese new research projects should combine various approaches: for example, content analysis, semiology, together with surveys, interviewing, etc., in an attempt to determine the extent and nature of the influence of such portrayals on the attitudes, beliefs and behaviour of both women and men.

D. FOLLOW-UP ACTIVITIES AND INFORMATION EXCHANGES

To Non-Governmental Organizations of Journalists

Seminars bringing together women media practitioners on a regional basis should be held periodically to assess the progress made in the implementation of the Plan of Action to be promulgated by the World Conference for the United Nations Decade for Women in Nairobi.

To the Participants of the Seminar

Participants are kindly asked to send all positive action programmes concerning equality to the International Association of Women in Radio and Television (IAWRT).

All participants should make efforts to popularize and make known publicly the following:

(a) all the inequalities and discrepancies, where they exist, in the media concerning women, by making use of those very mass media;

(b) in particular, the work of this Seminar;

...

New technologies such as satellites, cable television and media electronic computerization have created new avenues through which women may find additional opportunities to express their opinions, advocate their causes, debate issues and explore areas for solving their special problems of image portrayal and opportunities to produce programmes. In particular, satellites provide a means whereby women may establish a networking system worldwide for the following:

(a) training;

(b) the advancement and promotion of new ideas;

(c) the exchange of ideas and opinions;

(d) the sharing of information;

(e) the improvement of the general image of women as viewed in the media.

Therefore, participants in the European Seminar on Women and Media should seek means of implementing an annual or semi-annual international teleconference via satellite for the purpose of:

(a) networking with women in the media world-wide;

(b) exchanging ideas and personal experience;

(c) offering assistance and resources for improving conditions for women in media;

(d) exploring together new ideas and programmes for improving the image of women;

(e) general training and orientation for young women and students entering the field of communication.

All the above must be based upon international law and respect for national cultural identities.

This should continue the work undertaken during the Decade for Women through until the twenty-first century.

RECOMMENDATIONS OF THE REGIONAL SEMINAR
'WOMEN AND DECISION-MAKING IN THE MEDIA'

Addis Ababa, Ethiopia, 11 - 14 February 1985

At the time of publication, the recommendations of the above Seminar were not available in their final revised form. They will be sent by ECA as a separate document to the World Conference and will be included in subsequent editions of this report.

APPENDIX X

WORLD CONFERENCE/UN DECADE FOR WOMEN:
QUESTIONNAIRE TO GOVERNMENTS

PART II

DEVELOPMENT IN SECTORAL AREAS

D. COMMUNICATION AND THE MEDIA *

1. Communication Policy

2. Media Content

3. Employment of Women by Media Organizations

4. Alternative Media and Networks

5. Women's Organizations

6; International cooperation

* This section of the questionnaire has been prepared primarily by the United Nations Educational, Scientific and Cultural Organization in close consultation with the Branch for the Advancement of Women, Centre for Social Development and Humanitarian Affairs.

1. COMMUNICATION POLICY

1.1 Briefly describe the structure of communication policy in your country i.e. as between private companies and government-controlled or -sponsored media. Please indicate for which types of media*.

1.2 Have any specific policies and guidelines been adopted requiring media to promote the advancement of women, in particular women's equal participation - both as agents and as beneficiaries - in all sectors and at all levels of development process?

Yes /__/ Since 19 — No /__/

If yes, please specify

1.2.1 At what level: Governmental /__/; Non-governmental /__/; by various types of Media themselves /__/

1.2.2 Area of media addressed: content /__/; organization /__/; employment /__/; promotion /__/;

1.2.3 Specific content:

1.2.4 Measures for its reinforcement:

1.2.5 Background of its formulation:

1.3 If no policies, guidelines or measures exist as yet for various types of media, are they planned?

Yes /__/ No /__/

If yes, how and when?

1.4 In the formulation and implementation of specific policies or guidelines requiring media to promote the advancement of women where there major obstacles encountered?

Yes /__/ No /__/

If yes, please

- identify and list them by order of decreasing importance
- list those which have been overcome and briefly describe measures facilitating success in this respect
- list those which remain or are likely to emerge in the future and indicate strategies/measures envisaged for their resolution.

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* Media in this questionnaire will include interalia newspapers, radio, television film production, video production, journals and other press, sound recording, publishing houses, textbooks).

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2. MEDIA CONTENT

2.1 Have any scientific studies been undertaken on how women are commonly portrayed by the media, including in advertising and in textbooks?
Yes /__/ No /__/

If yes, please name some of the significant studies (if possible attach summary of findings).

2.2 How do the discerned images relate to dominant social roles and values? Has there been any change since 1975 of these media images?
Yes /__/ No /__/

If yes, what kind?

2.3 Has any analysis been made of the roles and functions of the feminine press and feminine programmes on television and radio? Yes /__/ No /__/

If yes, please provide summary of findings

3. EMPLOYMENT OF WOMEN BY MEDIA ORGANIZATIONS: RECRUITMENT, PROMOTION, TRAINING

3.1 Has there been an increase in the number of women occupying senior decision-making positions in major media organizations within the last ten years.
Yes /__/ No /__/

If yes, please provide the following information:

Name of Major Media Organizations	Type	Year	Senior Decision Making Positions		
			Total	Men	Women
a.		1975			
		1983			
b.		1975			
		1983			
c.		1975			
		1983			
d.		1975			
		1983			

3.2 Do women participate in editorial and management positions in the generally "masculine" magazines, e.g. science, technology, economics?
Yes /__/ No /__/

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Name of Major Magazines (Field: science, technology economics)	Year	Editoral and Management Positions		
		Total	Men	Women(*)
a.	1975			
(field:)	1983			
b.	1975			
(field:)	1983			
c.	1975			
(field:)	1983			
d.	1975			
(field:)	1983			

(*) Specify area of responsibility:

3.3 Have there been any special professional training courses exclusively for women working in the media? Yes /___/ No /___/

If yes, please specify what kind of courses (list the subjects) and for what category of women:

3.4 Are there female employees in the different categories (e.g. news, sports, culture, home and fashion) and levels of media employment?
Yes /___/ No /___/

If yes, please provide the following information or briefly describe changes since 1975.

Categories of Media	Year	Employees					
		Senior Level			Other Levels		
		Total	Men	Women(*)	Total	Men	Women
a.	1975						
	1983						
b.	1975						
	1983						
c.	1975						
	1983						

(*) Please specify area of responsibility.

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3.5 How do existing recruitment policies and criteria for promotion affect the employment of women within media organizations? Are there specific policies and/or criteria for promotion of women? Yes /___/ No /___/

Is affirmative action used? Yes /___/ No /___/
If yes, please specify:

3.6 Has any research concerning women's professional opportunities in media organizations been carried out since 1975?

Yes /___/ No /___/

If yes, on what specific subjects? Please attach reports if available, or brief summary of findings.

3.7 Have any professional groups or associations of women in the media been formed since 1975? Yes /___/ No /___/

If yes, what are their objectives?

Are women admitted to general groups of associations of media professionals?

Yes /___/ No /___/

If no, what differences exist?

3.8 In the promotion of employment of women by media organizations, were there major obstacles encountered? Yes /___/ No /___/

If yes, please

- identify and list them by order of decreasing importance
- list those which have been overcome and briefly describe measures facilitating success in this respect
- list those which remain or are likely to emerge in the future and indicate strategies/measures envisaged for their resolution.

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4. ALTERNATIVE MEDIA AND NETWORKS

4.1 What magazines/journals for women were published from 1975 to 1983? Please give titles and attach copies if available.

4.2 What role does the feminist press play in the treatment of women's issues?

Have feminist publishing houses been established in your contries? Yes /___/ No /___/
Please describe their objectives and work.

4.3 What measures exist or could be instituted to promote the access and participation of women in relation to the media?

4.4 Have any information networks concerning women's issues been established since 1975? Yes /___/ No /___/
If yes, briefly describe its structure and operational activities.

5. WOMEN'S ORGANIZATIONS

5.1 Are there women's groups/organizations active in the field of media and communication activities to promote the participation of women in social, economic and political activities? Yes /___/ No /___/
If yes, please name the major ones:

5.2 Are there periodicals, news bulletins, etc. published by these women's groups/organizations? Yes /___/ No /___/
If yes, please list them and indicate the date of their foundation.

5.3 Do women's groups/organizations have regular access to newspapers/radio/television to air their concerns? Yes/___/ Since 19— No /___/
If yes, please specify how or in what way.

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6. INTERNATIONAL COOPERATION

6.1 What cooperation and assistance have been sought and received from the United Nations Agencies in the area of women and communication ? Please give names of Agencies and Type(s) of cooperation/assistance received?

6.2 If no such assistance have been received in the past, is it desirable to receive some in the future? Yes /___/ No /___/
If yes, please specify in what form and indicate what should be the priority areas of work (research and operational) of the United Nations Organizations (including the specialized agencies) in this area?

6.3 Are there journalists in your country associated with the UNESCO/UNFPA African Women's Features Service? Yes /___/ No /___/
If not, would you be interested in learning more about it?
Yes /___/ No /___/